

Southern BUILDING SUPPLIES

DECEMBER, 1950

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

MECHANIZED

HANDLING

**Meets 2 Kinds
of Competition**

Page 19



23,000,000 PROSPECTS for HOME REMODELING JOBS

ORNAMENTAL IRONWORK IS EASY to INSTALL and SELL

10,700 Copies This Issue

Rising to New Heights . . . the Picture Window with Ventilation Added!



Normal ventilation must correspond with natural convection air-flow, that is, from bottom to top. The new Miami picture window is equipped with awning window vents above and below the fixed window. This permits unrestricted, normal ventilation.

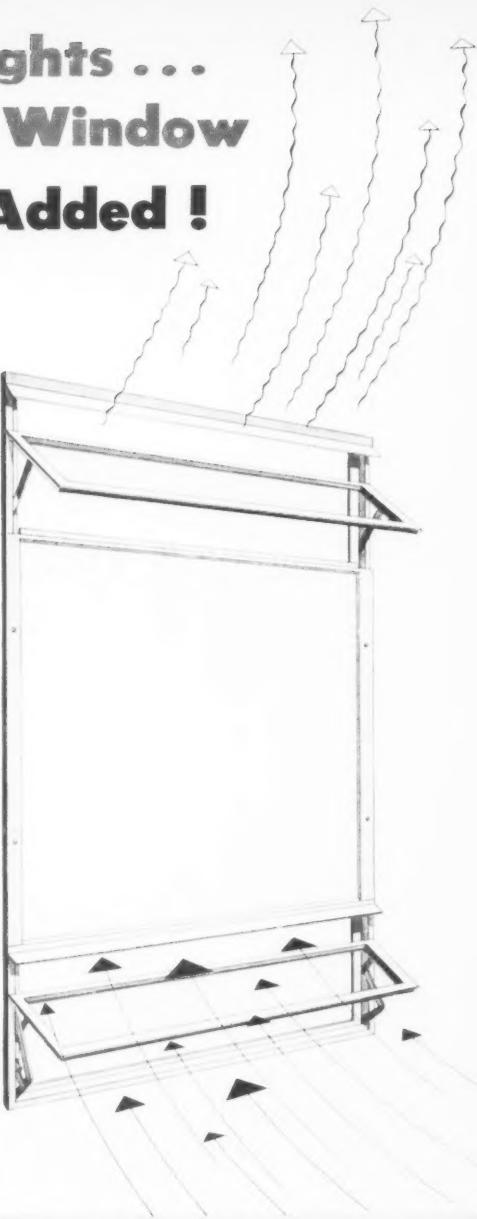
- Constructed from extra heavy aluminum alloy sections.
- Single heavy duty aluminum operator on bottom vent, actuates both upper and lower lights at the same time.

The new Miami picture window has a continuous frame — no mullion — gives narrow sight-line at meeting bar and extremely narrow muntin. Additional muntins may be specified horizontally or vertically, as desired.

- Vents and fixed window can be made to any dimensions, up to 6 ft. 2 inches wide, and to any height.

Serrated sash maintains a tight bonding surface between putty and aluminum. Both sides of vents are actuated with equal pressure, through a patented, concealed, torque shaft, giving easy balanced operation.

Tight construction, and positive metal-to-metal contact eliminate the need for weather-stripping. However, frame and sash members are designed, with or without weather-stripping, as desired. Extruded Elasto Meric Vinyl weather-stripping is placed on second meeting rail, so that it is not exposed to outside elements.



PLANT No. 2
INDUSTRIAL
MACHINE TOOL CO., INC.
FENTON, MICH.

For further information write MIAMI WINDOW CORP., P.O. Box 356, Miami 42, Fla. or phone Miami 88-2411

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga. by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga. Executive and Editorial Offices: 804 Peachtree St., N.E., Atlanta, Ga.

Acceptance under 24-64 P.L.R. authorized.



CUMBERLAND PORTLAND CEMENT CO.



This is Thrif-T's POWER PLANT

Another Outstanding Feature
Contributes to the EASY OPERATION of

WEATHER STRIPPED **Thrif-T** WINDOW UNITS

These Lifetime Spring Balances — neat, compact, quiet and dependable — combine with the accurate machining of all parts and the sliding of the sash on metal to make Thrif-T the EASIEST-TO-OPERATE OF ALL WINDOWS — and, too, the EASIEST TO SELL. We invite a thorough study of Thrif-T, the most distinguished of modern windows.

- Factory Fitted
- Easily and Quickly Installed
- Completely Weatherstripped
- Easy, Quiet Operation — Never Sticks

- Lasting Spring Balances
- Fits Frame, Brick Veneer, Masonry Walls
- Treated for Long Service Life
- Attractively Priced

Install in Twelve Minutes



Detailed Instructions are included in EVERY Shipment



NO PLANING OR SAWING

OTHER Thrif-T WOODWORK for the HOME CARRIED IN STOCK

- Thrif-T PICTURE WINDOW UNITS
- Thrif-T BAY WINDOW UNIT
- Thrif-T DE LUXE PICTURE WINDOW UNITS
- Thrif-T BASEMENT UNIT
- No. 960-R CORNER CHINA CASE
- • •
- Thrif-T TWIN CASEMENT UNITS
- Thrif-T TWIN KITCHEN CASEMENT UNITS
- ENTRANCE FRAME
- "4 in 1"
- "10 in 1"
- ATTIC LOUVE
-
- MT. VERNON MANTELS
- Thrif-T WINDOW & DOOR TRIM
- EZ-UP OVERHEAD GARAGE DOOR UNIT
- Thrif-T DISAPPEARING STAIRS
- Thrif-T TELEPHONE SHELF

The Thrif-T WARDROBE

Successor to the Clothes Closet

There is no finer woodwork value you can offer. Smart in appearance. Functionally sound. Generous capacity. Easy to install and attractively priced — thus, ECONOMICAL.

- SIZE IS RIGHT
- SPACE 100% USABLE
- QUICK INSTALLATION
- MAIN DOORS SLIDING — EASILY REMOVABLE



One door is open to show ready access to main compartment. Doors slide easily and quietly.



The pleasing simplicity of the Thrif-T Wardrobe — when doors and drawers are closed — confers distinction upon any room.

Complete Information on Request

WRITE for
NAME OF YOUR NEAREST JOBBER

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



ROACH & MUSSER CO.

MUSCATINE IOWA

SOLD BECAUSE ROXDALE PRODUCTS HAVE more selling features. THE NEW EXCLUSIVE 4 $\frac{1}{4}$ " x 4 $\frac{1}{4}$ " TILE SIZE BLOCK; THE EXTRA-WIDE BEVEL-EDGED SCORELINE; THE HIGH GLOSS, BAKED-ON FINISH, THE HALF-STRIPES, HALF-SCORE ON ALL FOUR EDGES MAKE ROXDALE TOPS WITH HOME OWNERS.

ROXBORD

SOLD BECAUSE ROXDALE MANUFACTURES A COMPLETE RANGE OF COLORS, SIZES AND PATTERNS. ROXSQUARE ROXDALE'S NEWEST PATTERN, 4' x 4' SHEETS SCORED INTO 12" x 12" BLOCKS HAS EARNED WIDE ACCEPTANCE AS A NEW, PERMANENT CEILING MATERIAL. THE OTHER PATTERNS ARE MADE IN 4' x 4', 4' x 6', 4' x 8' SIZES.

ROXSQUARE

SOLD BECAUSE IT'S GUARANTEED! YES, THE EXCLUSIVE WRITTEN ROXDALE FACTORY GUARANTEE, SPECIFICALLY STATING THAT ROXDALE PRODUCTS WILL NOT CHIP, CRACK OR PEEL, BRINGS YOU EXTRA SALES AND ADDED PROFITS.

ROXLINE

SOLD BECAUSE ROXDALE'S HARD-HITTING MERCHANDISING HELPS YOU SELL IT. ADVERTISING, WINDOW DISPLAYS, COLOR CHARTS, SAMPLES, BOOKLETS, INSTRUCTION SHEETS, ETC., BRING ROXDALE DEALERS THE PLUS INSTALL-IT-YOURSELF BUSINESS ADDED TO CONTRACTOR TRADE.

ROXPANEL

CASH IN NOW. GET THE COMPLETE FACTS ON ROXDALE'S HIGHER QUALITY, BETTER MERCHANDISING AND COMPETITIVE PRICES. SEND COUPON TODAY. WE'LL RUSH DETAILS.

Roxdale Products Corp.
New York 67, N. Y.

A FEW DISTRIBUTOR'S TERRITORIES ARE STILL OPEN IN THE SOUTH, MID-WEST AND FAR WEST.

Roxdale Building Products Corporation
2916 White Plains Road, New York 67, N. Y.
Without obligation, please give me the facts on handling Roxdale tileboard as a Dealer or as a Distributor (please check proper box)
SBS-12

Name _____

Street _____

City _____

Zone _____ State _____

Any Way You Look at it



... where
PAINT
counts...

DAVIS makes the difference

FOR INDUSTRY Lead-Free Fume-Proof White is typical of outstanding Davis paint protection that brings industrial customers back again and again.

FOR DEALERS a complete line of the latest proven paints backed by strategic and resultful advertising and promotion.

ON THE FARM Davis barn paints and equipment enamels are favorites with a growing farm trade.

FOR THE PAINTER paint formulations that stand the test of time, and help create more and more satisfactory jobs for painter customers. HOME USERS know and like Davis Paints for exterior and interior finishes . . . on walls, woodwork and furniture . . . wherever paint makes a difference.

BOAT OWNERS acclaim Marine finishes developed in the famous Davis Laboratory located right in the heart of the Chesapeake Bay boating country.

WRITE FOR COMPLETE NEW DEALER FRANCHISE DETAILS

Davis has a real record
sale dependability.
Quality and customer
satisfaction have been
by-words at Davis of
Baltimore since 1898.

NAME

STREET

CITY

Zone State

Take a look at us
yourself. Fill in the
coupon and mail it
today, without obli-
gation.

DAVIS OF BALTIMORE

THE H. B. DAVIS CO., BUSH AND SEVERN STS., BALTIMORE 30, MD.

It's a MERRY and prosperous CHRISTMAS FOR SSIRCO DEALERS!



Manufacturers & Distributors

Savannah, Ga.
Atlanta, Ga.
Albany, Ga.

SOUTHERN STATES IRON ROOFING COMPANY

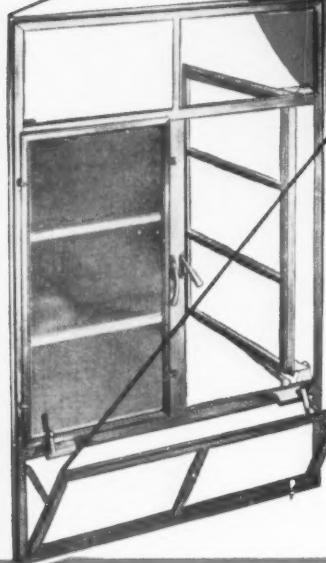
Tampa, Fla.
Orlando, Fla.
Jacksonville, Fla.

Birmingham, Ala.
Hattiesburg, Miss.
New Orleans, La.

Nashville, Tenn.
Memphis, Tenn.
Louisville, Ky.

Raleigh, N. C.
Columbia, S. C.
Richmond, Va.

Get your Share of Institutional Building



Specify
Ualco

This year promises to be a truly great year for institutional building. To get your share make your bids stand out by specifying *Ualco Lifetime* Aluminum Windows — Casement, Hopper, Twinsul, Basement . . . over 300 standard and modular sizes and variations.* All *Ualco Lifetime* Aluminum Windows* meet the highest standards . . . and chop a substantial amount from construction costs. *Only Ualco offers Aluminum Casement Windows in Modular Sizes!* Mail coupon, today . . . it'll be well worth your while to get complete details . . . NOW! See our catalog in Sweet's Files.

*Registered U. S. Pat. Off.

UNION ALUMINUM COMPANY, Inc.

Department S-125 • Sheffield, Alabama

Gentlemen: Without obligation, please send me your *Ualco* catalog. Please check:
I am an Architect, Building Supply Dealer, Building Contractor.

NAME _____ TITLE _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____



Write for this
FREE CATALOG
Today!

UNION ALUMINUM COMPANY, INC., SHEFFIELD, ALABAMA
World's Largest Manufacturer  *of Aluminum Casement Windows*

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

PRINTED HELPS

100. Insect Screen Guide. Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

118. Arm-Glaze Putty. Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

119. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

130. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

136. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

142. Butt Hinges. Folder describes extrusion processes, tells how Getty butt hinges are made, and lists prices with illustrations. H. S. Getty and Company, Inc., 3348 N. 10th St., Philadelphia 40, Pa.

146. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

147. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

149. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

155. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

158. Gliding Door Units. An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

160. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

161. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

162. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wallboard cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

163. Application of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

166. Fawco Home Beautifiers. Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Fawco Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

172. Louver Windows. A brochure on Stewart metal louver windows shows sketches and descriptions of all models and an architectural drawing of proper installations. The Stewart Iron Works Company, Inc., Cincinnati, Ohio.

174. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

189. Ideal Bathroom Cabinets. Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent-lit models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

192. Reflective Insulation. Folder contains technical information on Kimsul insulation, illustrated with charts, diagrams, and tables. Installation instructions are included. The Kimberly-Clark Corporation, Neenah, Wis.

194. Structural Glass. "Glass For Construction" gives characteristics and uses of Libbey-Owens-Ford structural glass. Specification charts and technical data are also given. The Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

SOUTHERN BUILDING SUPPLIES

**806 Peachtree St., N. E.
Atlanta 5, Georgia**

Please send me, without obligation, the free literature described in the December, 1950, issue of **S*B*S** with these key numbers:

Name _____

Position _____

Firm _____

Mail Address _____

City, State _____



**OPENS NEW
BUSINESS FOR YOU!**

Grani-lite's beautiful resemblance to real granite attracts an entirely new and larger group of customers. There's nothing else like Grani-lite's five new and definitely "different" color tones in durable, sparkling baked enamel. You'll get more wallboard business with Grani-lite.

FREE SAMPLES available through your jobber or by writing direct to our factory—ATT.: GRANI-LITE SALES.

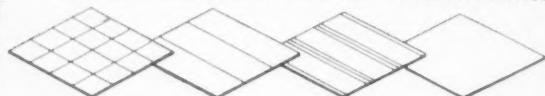


**GREATEST DEVELOPMENT
in WALLBOARD HISTORY**



4 POPULAR PATTERNS

TILE PATTERN PARALEL-LINE STREAMLINE SMOOTH SURFACE



5 NEW COLOR TONES

- SKY BLUE
- SEA GREEN
- APRICOT BLUSH
- DOVE GRAY
- MALTESE GRAY

Manufactured by...

**WALLACE MANUFACTURING CO.
10th and FAYETTE • NORTH KANSAS CITY, MO.**

DISTRIBUTED *Through*
LUMBER and BUILDING
MATERIAL DEALERS

286. Fancy-Face Plywood. An illustrated folder describes Mengelux economical three-ply panels with faces of mahogany, walnut, oak, and birch. Specifications and sizes are included. Plywood Division, The Mengel Company, Louisville 1, Ky.

218. Plastic Wall Panels. Full-color, illustrated folder shows the new line of Marlite wood and marble pattern plastic-finished wall panels and their use in homes, offices, and institutions. Marsh Wall Products, Inc., Dover, Ohio.

232. Sliding Doors. Specifications, sizes, finishes, and an explanation of ways in which prefabricated sliding door closet-fronts save space and money are included in a new illustrated folder. The United States Sliding Door Corporation, 216 Lexington Avenue, New York 16, N. Y.

234. Outdoor Fireplaces. Folder describes inexpensive, easily-set-up Fyro-Grill outdoor fireplaces. Ten designs are shown. The Price Fireplace Heater and Tank Corporation, Buffalo 7, N. Y.

240. No-Draft Sash Balances. Illustrated folder shows how these spring-operated sash balances save time in building, assure easy window opening, and weatherstrip windows. Master Metal Strip, Inc., 1721 N. Kilbourne Avenue, Chicago 39, Ill.

249. Plastic-Faced Plywood. Four-page folder with colored illustrations contains technical data and suggested uses for GPX, plastic-faced plywood, in residential and commercial construction. The Georgia-Pacific Plywood and Lumber Company, Southern Finance Building, Augusta, Georgia.

250. Aluminum Screens. Attractive folders, envelope stuffers, and self-mailing pieces are available on Fabrico aluminum screens. Their light weight, rust resistance, and long wear are described for consumers. Screens and Fabricated Metals Corporation, P. O. Box 31, North Bergen, N. J.

251. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plasteron Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

270. Maple Flooring. Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful $1\frac{1}{2}$ -Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, Pure Oil Building, 35 East Wacker Drive, Chicago, Ill.

280. Ventilating Fans. Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 3, La.

282. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

283. Pressure-Treated Lumber. New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber is "Wolmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.

284. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, P. O. Box 356, Miami 42, Fla.

286. Farm Roofing. The application of Alcoa aluminum farm roofing and siding is explained and pictured in detail in a new two-color folder. It explains the use of accessories with corrugated sheet and 5-V crimp materials. The Aluminum Company of America, Pittsburgh, Pa.

287. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

288. Fireplace Forms. Booklet explains how Superior heat circulating fireplace forms increase the volume of warm air. Cutaway drawings show how warm air is expelled through the front grille, and how forms fit into fireplaces of various designs. The Superior Fireplace Company, 601 North Point Road, Baltimore 6, Md.

297. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Clever poems are included. Usually selling for 25 cents a copy, single copies are free if requested on company letterhead. The Donley Brothers Company, 13909 Miles Avenue, Cleveland, Ohio.

298. Folding Stairway. Illustrated folder describes Precision folding attic stairways and their selling points. The Precision Parts Corporation, 402 North First Street, Nashville, Tenn.

299. Liquid Roofing. Silver Comet liquid aluminum roofing, its advantages and application, are described in detail in an attractive two-color folder. It shows how Silver Comet can be applied over felt, asphalt shingle, corrugated or sheet metal, and built-up roofs. The Southport Paint Company, Savannah, Ga.

PRINTED HELPS

(From page 7)

Order this FREE LITERATURE by filling in coupon on page 7 of this S'B'S, then mail!

300. Sash Holders. Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder, suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.

301. Rustproof Screening. Dealer helps for Lumite screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

302. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

303. Plastic Tileboard. The patterns, colors, and many wall uses of AFCO baked-in plastic tileboard are described in a full-color folder. A second folder contains chips showing actual colors and scoring patterns of the AFCO panels. Installation instructions are given in a third folder, which also pictures various moldings that simplify application. The A and F Tileboard Company, Inc., Alexandria, La.

310. Display Racks. New catalog shows, describes, and prices racks for holding, displaying, and cutting screening, electric wire and other rolled goods; glass holders and cutters; rope measurers; rope and belt-cutting machines; and lawn-mower racks. The Marvel Rack Manufacturing Company, Inc., Minneapolis, Minn.

313. Masonry Water Repellent. Bulletin No. 550 on Crystal Silicone Masonry Water Repellent tells what silicones are, how they work, and their use in protecting masonry surfaces. This 12-page booklet explains the application and performance of Crystal. The Wurdack Chemical Company, 4977 Fyler, St. Louis 9, Missouri.

314. Ornamental Ironwork. New catalog of Master Craftsmen ornamental ironwork contains photographs that show many uses of ironwork on homes and commercial buildings. Model numbers for patterns are included. The Tennessee Fabricating Company, 1490 Grimes Street, Memphis, Tenn.



TOM
HENDERSON

TOM HENDERSON
FAMOUS COLLIER'S CARTOONIST

"Why, Mr. Ellis . . . don't you know that
EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



© 1950



MENGEL

means QUALITY
in Hollow-Core
FLUSH DOORS

- 1 Balanced seven-ply construction to provide controlled reaction in changing weather conditions.
- 2 Hardwood construction throughout—stronger, more durable, free from grain-raising, more easily and economically finished.
- 3 Exclusive Insulok grid core material has inherent resiliency; cannot cause warping, nor transfer grid pattern to faces.
- 4 Greater strength. Adequate core stock surface area provides maximum gluing surface and resistance to warpage.
- 5 Precision key-locked dove-tail joinings of stiles and rails add strength and stability.
- 6 Ready to finish. Door faces are smoothly belt-sanded. Stiles are machine-planed at factory—prefit to standard book sizes.
- 7 Fully guaranteed. Each door must meet rigid quality control standards and constant inspection throughout manufacture.
- 8 Mengel Flush Doors are economical—no mouldings to paint—no corners to collect dirt. Smooth hardwood surfaces are less absorbent and less costly to finish—easier to clean and longer-lived.

Write for complete specifications. Use the coupon.

Also see—

MENGEL STABILIZED SOLID-CORE DOORS
the finest products of their type on the market.

The Mengel Co., Plywood Division
2317 South Fourth Street, Louisville, Ky.

Gentlemen: Please send me, without obligation,
full specifications on Mengel Hollow-Core Flush
Doors; Mengel Stabilized Solid-Core Doors.

Name _____

Street _____

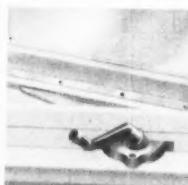
City _____

State _____



Getty operators

make every inch of window area available for ventilation

| | |
|---|---|
|  | Operator 4715 for wood casements is an inexpensive worm and gear angle drive operator that functions through screens on casements carrying butt or extension hinges. It is precision built, easily installed (2 measurements, 6 screws), lubricated for life. |
|  | Operator 4703W for wood casements is a precision-built instrument with the exclusive internal gear. It operates through screens on all wooden casements equipped with butt or extension hinges. |

At the touch of a finger, Getty-operated casements make every inch of window area available for fresh air, or lock securely at any opening desired. Getty operators are ready to go to work in any weather, in any season—and render long, troublefree service. They are easy to install by home owner or builder.

It pays to stock Getty operators, because they are preferred by architects, builders and contractors.

REMEMBER—Getty manufactures all three types . . . Internal Gear, External Gear Angle Drive, and Horizontal Gear (reversible). *Il rite for brochure C.*

Getty operators are found on more casement windows than all other operators combined.

H · S · **GETTY** & Co., Inc.

3348 NORTH 10th STREET

PHILADELPHIA 40, PA.

Southern BUILDING SUPPLIES

Address Mail to Editorial and Business Offices
806 Peachtree St., N.E., Atlanta 5, Ga.

DONALD L. MOORE, *Editor*

HELEN MATTHEWS, *Assistant Editor*

T. W. McALLISTER, *Editorial Director*

BARON CREAGER, *Southwestern Editor*

1305 National City Building, Dallas 1, Tex. Central 7673

FRANK P. BELL
Business Manager

CHAS. E. SMITH
Asst. Bus. Manager J. A. MOODY
Production Manager

Specials for the Month

| | |
|--|----|
| Mechanical Handling Helps Meet Competition | 19 |
| Stock Ornamental Ironwork Is Popular Seller | 23 |
| Florida Dealer Accents Remodeling, Repairs | 24 |
| 23,000,000 Prospects for House Modernization | 26 |
| Tenn. Survey Reveals Cost of Doing Business | 31 |
| Dealer's Weekly Home Plans Yield Big Sales | 32 |
| S*B'S Exclusive—Dealer's Popular Home Plan | 33 |

Departmental Inventory

| | |
|--|----|
| Editorial: The Cost of Regimentation | 17 |
| One Dealer's Opinion: Clanton on '51 Outlook | 18 |
| Washington News of Importance | 34 |
| News of the Month for the Industry | 35 |
| Federal Regulation that May Affect You | 42 |
| Lumber Outlook and Supply Situation | 44 |
| Association Activities to Note | 48 |
| Product Parade of the Month | 52 |
| Dealers in the News of the Month | 61 |

Copyright, 1950, W. R. C. Smith Publishing Co., Atlanta, Ga.



CONTROLLED CIRCULATION AUDIT
NATIONAL BUSINESS PUBLICATIONS



Published monthly and mailed without charge to the wholesale and retail lumber and building material dealers in the 18 Southern and Southwestern states and the District of Columbia. To all others there is a subscription price of 25 cents per copy or \$2.00 per year.

Business Representatives

BOSTON: J. D. Parsons, 185 Jerusalem Road, Cohasset, Mass.
CHICAGO: John C. Cook, 624 Lincoln Ave., Highland Park, Ill.
TEL: Highland Park 2-1539
CLEVELAND: W. G. Sheehan, 2516 Gasser Blvd., Rocky River 16, Ohio, TEL: Edison 0856.
GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, TEL: 7995.
LOS ANGELES: L. B. Chappell, Auditorium Building, Tel. Michigan 9849.
NEW YORK: Gerard Teasdale, 78 Manhattan Ave., New York 25, TEL: Murray Hill 2-4959.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY
Atlanta and Dalton, Georgia

Publishers Also of

SOUTHERN HARDWARE TEXTILE INDUSTRIES ELECTRICAL SOUTH
SOUTHERN AUTOMOTIVE JOURNAL SOUTHERN POWER & INDUSTRY

W. J. ROOKE, *President*; RICHARD P. SMITH, *Executive Vice President*; T. W. McALLISTER, *First Vice President*; E. W. O'BRIEN, *Vice-President*; A. E. C. SMITH, *Vice President*; O. A. SHARPLESS, *Treasurer*; A. F. ROBERTS, *Secretary*.

You can sell HUNTER PACKAGE ATTIC FANS

throughout the winter



Installation is easier now than in the summer

When you sell the Hunter Package Attic Fan in "off season," you are doing your customers a real favor . . . because installation is easier, faster, and often cheaper than in hot summer months. Every home owner in your community without an attic fan is a "red hot" prospect, right now, and particularly those who are building new homes.

Lumber dealer attic fan sales show big increase

Sales figures show that lumber dealers are now getting an increasingly large share of the attic fan business. The Hunter Package Attic Fan offers just what you've needed to make real money selling attic fans. It's priced for low-cost homes, simple to install, compact and easy to handle. Complete and ready-to-run, this fan fits low-ceiling attics and narrow hallways. No suction box or other "extras" needed. Certified air deliveries from 4750 CFM to 9500 CFM—quiet, efficient and dependable. Mail coupon below for catalog, prices and complete information.

HUNTER FAN AND VENTILATING CO.
394 S. Front St., Memphis, Tenn.

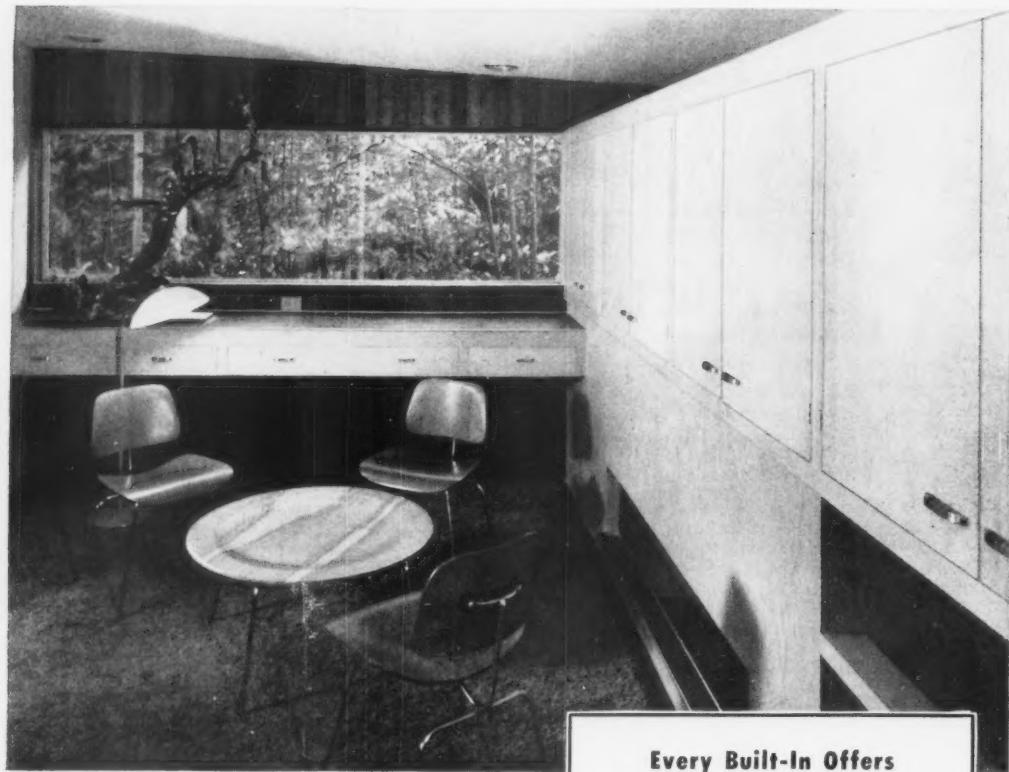
MAIL FOR CATALOG

Please send catalog, prices and
sales helps on Hunter Package
Attic Fans to:

Name _____

Address _____

City & State _____



**"Sales-Cue" For Remodeling
And New Construction, too—**

Plywood Built-Ins!

NEW HOME OR OLD—large home or small—there's always a need for convenient, space-saving built-ins.

And the logical material for built-ins of every kind is . . . Douglas fir plywood.

Here's a steady, month-in, month-out market. Sell practical, versatile plywood to your builder customers for new home installations—to the home-owner craftsman for remodeling.

Another example proving that America's Busiest Building Material can be *your* busiest salesman!

Every Built-In Offers Plywood Sales Possibilities!

Storage partitions . . . cabinets . . . wardrobe . . . counters . . . bars . . . fixed furniture—all offer opportunity for added plywood volume. Remodeling jobs, particularly, can mean more sales to you.

Because Douglas fir plywood is real wood in large panel sizes it is the logical choice for all types of built-ins. It's splitproof, literally puncture-proof, easy to cut, fit and fasten. It is adaptable to a wide variety of finishes. All good sales points!

When builder or home-owner plans with plywood, there are no restrictive "standard" elements. Built-ins and cabinets can be made to fit exact space and use needs. Built-in uses offer opportunity to sell smaller-than-4'x8' panels, too!

For additional data, see the 1950 Basic Plywood Catalog. For free copy, write (USA only) Douglas Fir Plywood Association office, or visit your Tacoma Bldg., Tacoma, Wash., 848 Daffy News Bldg., Chicago 6, 1232 Shoreham Bldg., Washington 3, D. C., 500 Fifth Ave., New York City 18.



Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

IT'S TIME TO ORDER
TENSULATE
MINERAL WOOL INSULATION
FROM
TENNESSEE

Here's why to sell it—Dealers who sell Tensulate Mineral Wool Insulation like the rapid turnover. Your insulation market is big . . . big as building. You sell Tensulate Insulation for new construction and modernization and each sale is a *major sale*.

Tennessee Products is strategically located at Nashville, for rapid service to you. Investigate Tensulate Mineral Wool Insulation. Round out your building supply line with top quality Tennessee products.

Here's how to sell it—Winter or summer, the importance of Tensulate

Insulation for economy and comfort offers the perfect selling point. Buildings stay cooler in summer, warmer in winter. Fuel savings alone make a sound reason for buying insulation. Tensulate Insulation is rodent and vermin-proof. It is water-repellent; fire retardant.

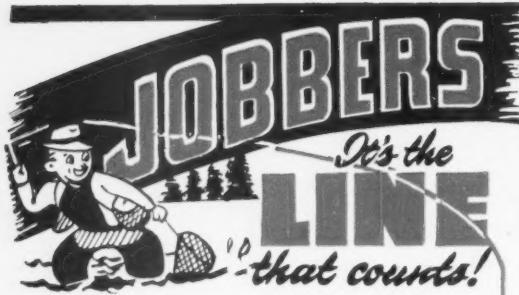
For inventory control order mixed cars of Tensulate Perlite — new miracle aggregate—and Tensulate Mineral Wool Insulation. For information on both of these quality building products from Tennessee—
WRITE TO:



TENNESSEE
PRODUCTS & CHEMICAL

Corporation
NASHVILLE TENNESSEE



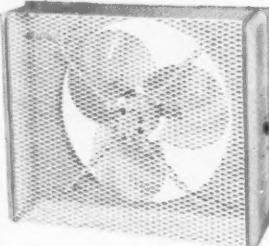


The picnic's over. Now you have to go out and dig. The only sure way to haul in big orders is to carry the best line. You can count on Murray in the fan business. Murray's the line that counts.

MURRAY 20-Inch Window Fan

Most versatile fan made. Especially designed for apartments and smaller homes. Light weight

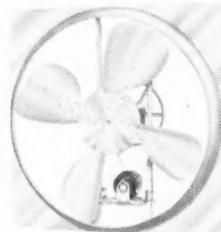
easily portable—attractive appearance blends with any home interior. Removable guard-screen made to protect tiny fingers—PATENTED, die-formed dynamically balanced blades—economical, quiet, 2-speed operation. Ivory and stainless steel. Also available in 24" belt-driven model.



MURRAY Vertical Attic Fan

Vertical mounted—horizontal discharge. Very rugged. Carries unconditional 5-year guarantee (except for belt and motor).

Sizes 24" with 1/3 hp. motor to 48" and 3/4 hp. Housing heavy-gauge steel—frame "seamless, die-formed tubing." Torrington, PATENTED, perfectly balanced blades—sealed ball bearings with permanent lubrication. All Murray fans rated by ASHVE AND NAFM. Also available in horizontal mounting, vertical-discharge package units 24"-48".



A few territories open

For full details, prices and literature
Write to H. C. BIGLIN Company Sales Agents

THE
Murray
CO. OF TEXAS

DEPT. B-1



SALES AGENTS

H. C. BIGLIN CO. Inc.
177 HARRIS ST. N.W.
ATLANTA, GA.

Association Directory

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: George Packard, Fort Smith, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: H. G. Sherrill, Statesville, N. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben P. Eubank, Lexington, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Thomas H. Harrel, Winnfield, La.

Building Material Merchants of Georgia—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CR Crescent 6455. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PR eston 9157. President: John R. Armstrong, Amarillo.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENNypacker 5-5377. President: Claude G. Ryan.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Earl M. Jones, Jackson, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NA tional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Paul Leonhard, Oklahoma City.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. VICTor 2265-6. President: Charles H. Kemper, Troy, Mo.

Tennessee Building Material Association—106 East Fifth Avenue, Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: T. O. Lashlee, Humboldt, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Ernest L. Whitehurst, Norfolk, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Earl Lilly, Beckley, W. Va.

THE COST OF REGIMENTATION

No. 8 in a series of editorial messages

With the return of Congress it is probable that we will move on toward a regimented war-time economy. The recently imposed credit restrictions and defense-order priorities may be only a mild sample of what's in prospect—such as price, wage and manpower controls, consumer rationing, priorities, allocations and limitation orders.

It's not a pleasant prospect. Most of us have vivid recollections of the troubles experienced so recently under war-time controls. We realize, too, that if such controls are again imposed, it will not be for some brief emergency period, as heretofore. Today we face the apparent certainty of having to live under a semi-war economy for many years. The present generation may never again see the time when it can be free from the burden of a huge military establishment.

So we should make certain that such government controls as are now clamped down on us are really necessary. For they are quite likely to be with us not merely for some brief emergency period but *permanently*.

We should reflect on the high cost of these direct government controls—in a vastly expanded government bureaucracy, in an army of federal snoopers, and in the loss of individual freedom and opportunity. We should consider the troubles experienced under rationing and price control—the flood of regulations and interpretations that must be studied, the added burden of record keeping, the rationing scandals, the black markets and the gray markets.

We should remember that communism is not the only grave danger that confronts us. Perhaps equally menacing is the prospect of long-continued government controls, with bureaucracy becoming so firmly entrenched that, irrespective of military developments, we might lose the very freedoms for which we are now fighting.

After all there is an alternative. There is another and perhaps even more effective way to attain those necessary objectives of channeling more manpower and supplies into the defense program without producing further inflation. This is with

indirect measures rather than direct controls.

First and most important is for government to follow the advice it gave its citizens and do some realistic belt-tightening. This means cutting down on non-military spending at the same time that heavier taxes are imposed. For serious effort to balance the budget would do more than anything else to remove fear of further depreciation in the value of the dollar; and thus it would encourage our citizens to invest their savings in government bonds instead of engaging in a mad scramble to convert their dollars into merchandise.

A further important step is for government to make it clear that the military program entails sacrifices for all classes of our citizens—for labor and farmers as well as business men and white collar workers. If government has to spend more, civilians will have to spend less; and that means actual reduction in real income, in purchasing power, for all alike.

Since the start of the Korean war, organized labor has kept business and industry in a turmoil with strikes and threats of strikes. With little justification—for the cost of living is still below the 1948 peak—labor leaders have forced general and substantial wage increases. These, in turn, have brought price boosts.

Government can and should discourage the idea that anyone can profit from the military program.

Another effective indirect method of retarding inflation is credit control, as exercised by the Federal Reserve System. This is quite obvious in the automotive trade where sales fell off sharply after drastic new credit restrictions were imposed on new and used car sales.

"Some think that the inflationary problem can be solved by rationing, controlling inventories, and fixing prices by law," says the Federal Reserve Bank of Atlanta. "Price controls and rationing, however, reduce neither the money supply nor the desire to spend it."

It seems evident that we should attack the disease instead of the symptoms. In this way we might avoid the high cost of a regimented economy.



ONE

Dealer's Opinion

By LLOYD C. CLANTON, Owner, Clanton Lumber and Supply Company, Shreveport, La., and Member of National Lumber and Allied Products Retailers Advisory Committee.

I'M SURE that you, like myself, are wondering what the future holds for the retail lumber industry.

Unless our nation's economy is forced on to a more complete wartime basis, I don't believe we have any right to be pessimistic.

Government has said that it is not their intention to cut back housing more than 25 to 30 per cent. That can only mean that credit controls as presently enacted must be slackened. If that is done it will mean a minimum of 800,000 non-farm dwelling units for 1951.

The armed forces, in all their many bases, government agencies, and government contractors will be in the market for large quantities of production materials and crating.

These two markets alone should mean a fair volume of business for all of us.

There is one other market which I believe has an immense potential, and it has long been neglected by most of us. Many names could be used for it, but basically it is home modernization and repair. During the war years this market was untouched because of controls.

Since the war, shortages of such materials as gypsum wallboard, oak flooring, and millwork items have necessitated most of us selling for new construction only. Open-end mortgage financing offers unlimited possibilities in this field if we do a selling job in our organizations. The slowing up of new housing starts should soon make many materials available for home modernization which have heretofore been in short supply.

In every area, literally thousands of new homes have been constructed which have no garages, and the owners of most of those homes have automobiles. Garages are still eligible under FHA Title I. This should offer a good opportunity to those dealers who want to sell packaged garages.

So, I say, we shouldn't feel pessimistic! I honestly feel that 1951 offers opportunities and a challenge to all of us if we are not forced into a full war-time economy.

If that happens, well . . . what do you think?

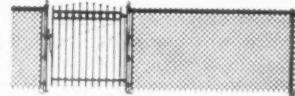
While you're at it...
Sell them a
**STEWART FENCE, A RAILING
or some other accessory**

Your customer may need a fence. Illustrated are two popular, low-cost Stewart fences that fill the bill for most homes. If it's a factory, a large estate or some other type of property, Stewart has a Chain Link Wire or Iron Picket Fence to meet all their requirements.



Iron Picket Fences are made in many designs, in plain and ornamental iron.

Chain Link Wire Fences are available in several heights, weights and styles.



Perhaps they need a railing for a balcony, the stairs, a porch or a stoop. Stewart produces railings for all purposes, in many designs in plain and ornamental iron.



Iron Railings are made in an unusually wide range to meet all home requirements.

Then, too, folks like to dress up their homes with ornamental iron lanterns, interior gates, grilles or trellis work. Some want flagpoles. We have all these items and many more.



Flagpoles are made of standard weight pipe, heavily galvanized after fabrication.



Ornamental Iron Lanterns—bracket and pier types—are available in many styles, sizes and finishes.

So whatever your customer needs along these lines, contact Stewart. Chances are we have it.

Our dealer plan is simple because there is nothing to buy and no stock to carry. It's profitable because Stewart products are priced to allow a good margin for the dealer. And sales resistance is reduced because you are selling nationally advertised products that are well known for their high quality. It will pay you to make Stewart your source of supply for iron and wire fence and metal specialties.

Write for dealer plan today. There is no obligation whatever. If you are interested in some particular item, tell us what it is and we'll send full details.

THE STEWART IRON WORKS CO., INC.
1746 STEWART BLOCK

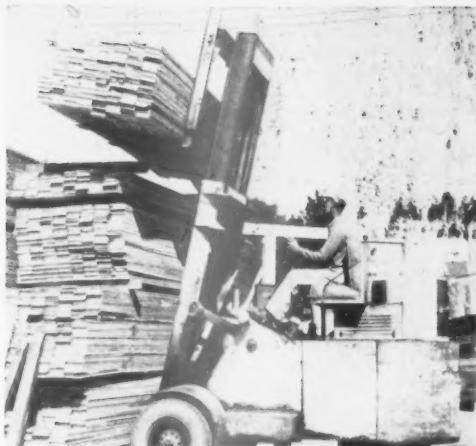
CINCINNATI 1, OHIO

Stewart IRON and WIRE FENCES

SOUTHERN
BUILDING
SUPPLIES

DECEMBER, 1950

MECHANICAL HANDLING



Helps Them Meet All Competition

A DEALER CAN match—if not remove—two kinds of competition for the big lumber orders in a metropolitan area by employing complete mechanical "handlers." Stembler and Ford, Inc., have proved this to the satisfaction of their profit-and-loss statement!

In 1945, this retail lumber firm in Capitol Heights, Maryland, installed complete mechanical handling of lumber. They did it to eliminate two costly kinds of competition—mill-to-the-job deliveries by the lumber mills themselves—and

mill-to-the-job deliveries by the "vest-pocket" dealer who has no yard, equipment, or overhead. He merely serves as a booking agent in getting lumber from the mill to a construction job.

"We feel," declared Robert F. McLellan, vice-president of Stembler and Ford, Inc., "that the function of delivery to the job site belongs to the lumber retailer and that it is not the function of the mill to take care of a job. It is the retailer's job to sell and deliver service construction."

By B. MILLER

To overcome the threat to the retailer, this firm turned in 1945 to package handling of lumber. They bought a Ross straddle truck, two Ross fork-lift trucks, and steel strapping equipment, upon the recommendations of material-handling engineers who surveyed the yard's layout, market, and volume. Now the firm brings all lumber into the yard, stocks and stores it, and loads it on the firm's dump trucks for job-site delivery—all by means of these tireless mechanical "employees."

Mechanical handling and packaging of lumber has permitted Stembler and Ford to reduce their



Heavy-duty fork-lift trucks make short work of removing big blocks of lumber from trailers and freight cars to high stockpiles like that seen at top of page. In filling orders, the same lift truck picks up (or down) a block, lowers it near the ground for steel-strapping, and then raises it up and swings it onto a dump truck as shown on our SBS cover this month. The dump truck wheels the packages to the construction site and gently slides them where needed.

handling costs and to deliver lumber in such superb condition that they are famed for their "Ford-pak" lumber. Builders buy it at a direct saving of \$5 to \$6 a thousand board-feet.

And the builders save much more than that because they are spared the costs of labor in handling lumber at the construction site.

"We can buy at lower prices from the mill because we buy in solid loads of one size," McLellan explained. "We save the mill the time it takes to unload mill trucks by the old manual method at the site—and this further lowers the price to us. These savings plus the lower final cost in handling the lumber mechanically in our yard permits us to sell to the builder at a lower price."

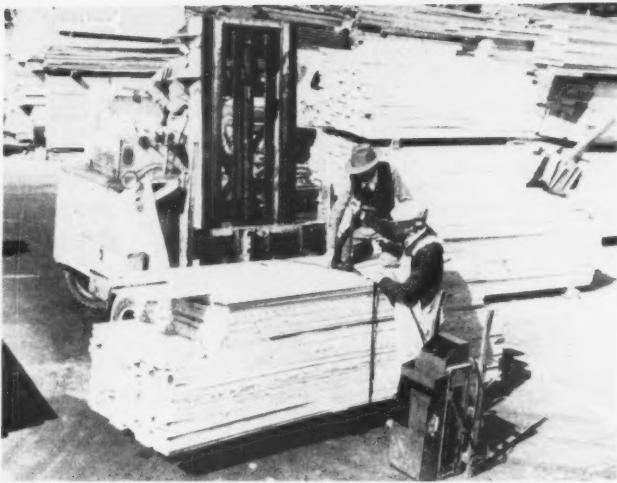
This is the mechanized "package handling" procedure at Stembler and Ford's 10-acre yard:

Lumber arrives from the mill, uniformly graded and sized, in freight-car or trailer loads.

The lumber is arranged in blocks or "packages" on the trailer or in the freight car. The packages are taken off and stacked or block-piled nearby by a fork-lift truck.

Packages that are to be stored "deep in the yard" are picked up at the unloading point by the straddle truck and carried to the proper stockpile. There a fork-lift moves in and lifts the package in proper place. This vertical storing system saves a lot of space and

More and more lumber dealers are turning to straddle trucks to move big "bites" of lumber in and out of their yards and plants—and even to construction sites close by. Here is Stembler and Ford's straddle truck rolling to a storage pile.



Modern tools like that in use above make it an easy, simple matter to bind blocks or packages of lumber with steel strapping. These metal bands keep the lumber together as it is transferred to delivery truck, stockpile, or building site. They keep the lumber from scratching, splintering, and splitting, and thereby reduce waste.

handling of bulky, heavy lumber

In filling a lumber order, the lift truck rolls to the proper pile, picks up a block of lumber, drops it down for steel strapping in a jiffy, and then raises and wheels it to the delivery truck.

Stembler and Ford use five dump trucks to deliver lumber and allied materials to construction sites. No labor is needed to unload the truck there by hand. The

dump truck gently drops the strapped lumber packages onto the ground.

Putting all lumber through their own yard mechanically multiplies turnover for Stembler and Ford, Inc. They land orders for all types of construction jobs—large, medium, and small; heavy and light.

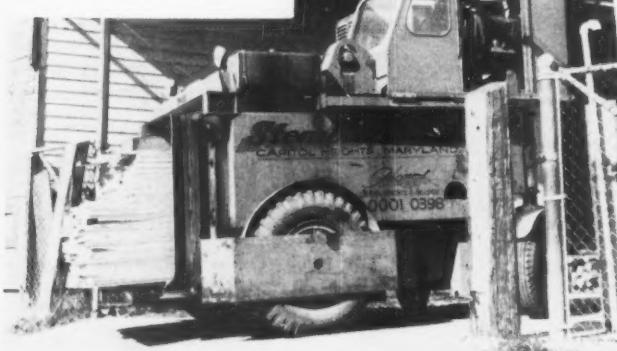
This retail firm passes all the advantages of package handling on to the individual homebuilder, speculative builder, or contractor. For the customer this service means:

1. Prompter deliveries. He receives lumber for a job in the order that it is needed for use. The lumber is in better condition because it is not hung up at some spot waiting for unloading. Neither does it lie over in bad weather until a job site dries up. (In a trailer-to-job "bargain" process, a job superintendent has to take a mixed whole trailer load when he needs only the floor joist or some other wood component.)

2. No labor is needed on the job to sort or re-handle this lumber before carpenters need it for application.

3. The possibilities of waste and theft of lumber that is stored on the job ahead of time is eliminated.

4. Prices are as low as those given by yards or "vest-pocket"



(See MECHANIZED YARD page 57)

The Role of the National Bureau of Standards in

By G. N. THOMPSON

PEOPLE ARE so accustomed to living and working in buildings that few give thought to the safety of the structure they are occupying. The businessman in his office, the scientist in his laboratory, the housewife in her home—are all able to concentrate on their daily tasks without worrying too much about whether the structure that surrounds them is likely to burn down or collapse.

That they are able to do so is a tribute to the skill and integrity of designers and builders, and also to the existence of regulations imposed by society to prevent injury or loss of life. Such regulations are usually grouped under the designation "building codes."

The building code is an example of that kind of protection which government must provide to assure a reasonable degree of safety from hazards created by the ignorant, the careless, and the unscrupulous. It sets a minimum standard of safety for structural strength, fire resistance, provision for egress, and other features of building construction. It is sometimes considered as a book of design although this is not its primary purpose.

The code is intended to prevent weak construction which would be a potential hazard to the occupants. For various reasons designers and builders sometimes provide sturdier buildings than are



required under provisions of the building codes, but they are not permitted to provide less than the code requires.

Two thousand municipal ordinances and a few state and county

Thompson is veteran member of the Codes and Specifications Section of the National Bureau of Standards, a division of the U. S. Department of Commerce. He also is a member of the Joint Committee on Unification of Building Codes.

codes create the pattern of building codes in this country. The codes are thus largely local in character and, having been produced at different times, show considerable lack of uniformity. This may be attributed in part to climatic and other local conditions. But the essential technical differences appear to be due to the use



National Bureau of Standards engineers simulate conditions that might be encountered in actual construction service to develop standards for satisfactory building codes. Above, known forces are applied to a roof truss and placed on the cross members to determine its performance under load. At left, NBS erected this row of chimneys to provide data on design and on separation from combustible materials.

of different basic information and to varying judgment in the application of this information.

Over a period of years, the variations in code requirements have been reduced appreciably, a process in which the technical information available from the National Bureau of Standards has played an essential part. The process is continuing and the prospects for greater uniformity are becoming better. To understand how differences in code requirements have been reconciled, it is necessary to consider the elements of which codes are composed and the means available for developing safe requirements.

If a building code is to set forth the allowable stresses that may be used in design for a particular material, as it customarily does, some means of identifying the quality of that material must be provided. This requires the existence of an activity which is not involved in the code-writing process at all, except in utilizing the fruits of what has already been done. The specifications of the American Society for Testing Materials and of the Federal Specifications Board, prepared by committees in which members of the NBS staff participate, are useful in this connection.

This was not always so. Older codes often contained such vague descriptions as "a good, sound brick" or "a clear, ringing sound" to indicate the quality of a material. Fortunately, this is no longer the case because the amount of work done on specifications for materials has greatly simplified the problem of assuring definite quality.

Suitable standard methods of testing are necessary in establish-

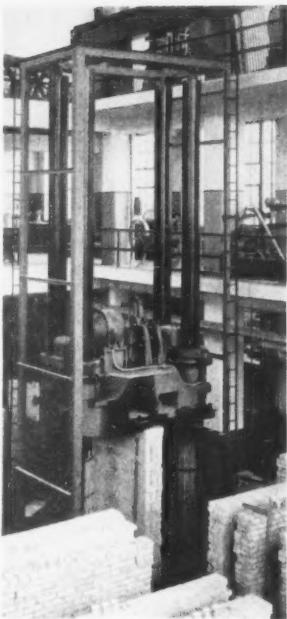
ing specifications for materials; only in this way can fair and reproducible methods be relied upon to give a complete analysis of the characteristics of each material. Such methods of testing have been extended from individual materials to structural assemblies, so that it is now possible to judge the merits of members composed of various materials that have been put together to serve a common purpose. As in the case of specifications, however, and of other essential features of building codes, further activity is still needed to fill gaps and to keep provisions up to date.

The accumulation of data on strength of materials through laboratory tests is but one step in the development of good building-code requirements. Judgment also plays a large part in the ultimate determination of how these materials may safely be used in actual construction. This is necessary since there are admittedly many uncertainties in connection with the loads and forces to which a building may be subjected during its lifetime, such as quality of workmanship in the field and other conditions arising in actual use after completion.

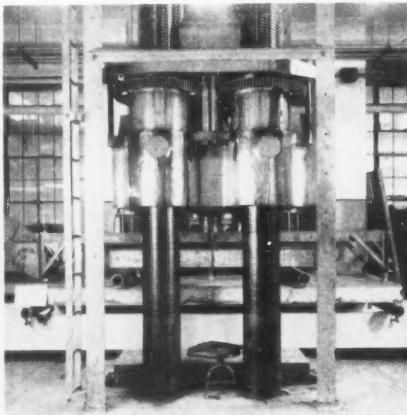
To arrive at permissible values, expert judgment is needed; and since experts frequently have different ideas, the composite judgment of a number of them is preferable. These ends are best accomplished through the work of code formulating committees.

Just as there is machinery available for

(See BUILDING
CODE page 74)



The National Bureau of Standards employs a 10-million-pound compression machine to test the strength characteristics of different types of building materials and constructions. The test pictured above is for allowable compressive stresses for masonry walls. The test below is for minimum uniformly distributed loads for design of concrete floors in various occupancies.



Fire-resistance ratings of wall and partition constructions are determined in the National Bureau of Standards' panel furnace. Gas flames produce a fire of controlled intensity on the exposed side of the specimen. Its performance is measured by ability to carry load or by temperature rise on the outside.



Boost Modernization Sales with



WITH LITTLE money, time, and imagination, the millions of homes that appear "in good condition but out-of-date" can be beautified by the great variety of decorative ironwork on the market today.

Ornamental iron railings and supports are especially suitable for taking the distinctive "date" markings from architectural styles of certain years without actually changing the structure of the house. And ornamental ironwork is being pushed by many progressive dealers to add a distinctive, aristocratic touch to new homes with wood, brick, concrete, and other sidings, because it is strong and requires little upkeep.



Ornamental Ironwork

One manufacturer of stock ornamental ironwork provides building material dealers with the handsome ironwork display seen at left. This one is in the new store of the H and S Lumber Company in Charlotte, N. C.

Some firms—such as the Spartanburg Lumber and Millwork Company in Spartanburg, S. C., and the H and S Lumber Company in Charlotte, N. C.—sell well over \$10,000 worth of ornamental ironwork a year.

With three salesmen trained to specify and estimate ironwork, the Scarborough Builders Supply Company in Lumberton, N. C., this year has sold \$25,000 worth of ornamental ironwork. Sales have been 50-50 between custom and stock items, with 90 per cent of the material going into new homes.

The Ocean City Lumber Com-

pany in Delray Beach, a small resort town in Florida, even has an outside salesman trained to promote sales of ornamental ironwork. According to General Manager Charles Lunsford, 60 per cent of the firm's annual \$7,000 ironwork sales is of stock pieces that are ready to install on old homes or to be built into new ones.

One of the selling points Ocean City salesmen use is that decorative ironwork can easily be applied to remodel an old house by the owner himself. In fact, if a customer wants to do his own installation, the company not only has a book of instructions ready for him, but will send a representative to show him how to do it if he needs that much help.

"Other factors that are helping us sell more stock ironwork are the price and the delivery date," Lunsford points out. "Many people seem to think most building materials are hard to get now—partic-

(See STOCK IRONWORK page 60)



Stock ornamental iron railing is easy to install if mechanics will follow the instructions of the manufacturers. The R. G. Coffman Company has made selection of stock sizes of ironwork simple through the use of their Rail-o-Graph form. A section of it is reproduced at left, showing the graphing of a railing for standard steps of 7-inch risers and 12-inch treads. Other standard sizes are tabulated on back of the form. In the photo above, of a Florida installation, the mechanic plumbs the post before the concrete is poured into the step forms.

This progressive Florida dealer

Accents Remodeling and Repairs

ALTHOUGH the Fisher-Stinson Hardware Company in 1948 spent \$30,000 in enlarging and streamlining its building supply department to capture a profitable share of the contracting business in Panama City, Fla., this aggressive firm this winter is accentuating remodeling and repairs in its varied displays and advertising. And for two good reasons, asserts Manager W. Russell Kersey, Sr.

Even in sunny Gulf Florida, new construction slows down considerably, Kersey points out, "so there's more reason to maintain our volume with sales for the repair and remodeling of homes and cottages.

In addition, the tighter credit terms on new residential construction and the ban on more expensive amusement and recreation jobs makes it more necessary that we build up our sales with modernization and maintenance business."

Fisher-Stinson's new accent on such materials sales is not only practical because of economic conditions, but also because this firm has sold building materials from its

"ONE STOP GETS ALL!"

beginning as a hardware company in 1938 when Panama City was less of a resort city. Then, a little lumber, roofing, shingles, cement, and builders hardware were sold principally for remodeling and repairing homes.

Inauguration of the full-grown building supply department of Fisher-Stinson 10 years later made it possible for them to give real meaning to a new promotion slogan, "One Stop Gets All!" Now they are figuratively "working both sides of the street"—by having separate hardware and building supply headquarters running through two whole blocks opposite each other.

The result is, according to Kersey, that the firm's total sales volume of some \$1,700,000 this year will be divided approximately 50-50 between general hardware sales and building supply sales.

This kind of a sales volume has been possible because Fisher-Stinson have kept abreast of Panama City's amazing growth. This Florida Gulf Coast resort has mushroomed from 5,400 population in 1930 to 11,610 in 1940—to 25,743 in 1950! Surprisingly, it is more of a summer resort than a winter resort, although the weather and fishing are good throughout the year.

This firm stimulates remodeling

After running newspaper advertisements on different days during the week, the Fisher-Stinson Company in Panama City, Fla., found that the most productive and effective time to schedule advertisements in the resort area is on Sunday, when the circulation is 15,000 copies. So, Fisher-Stinson runs a half-page ad, like that below, each Sunday. The ads specify prices, materials, action!

Use Our Finance Plan to Repair and Remodel!

NO DOWN PAYMENT: 1st Payment Due 30 Days After Completion of Work

NO MORTGAGE: This Loan Can Be Secured If Your Property Is Already Mortgaged.

NO RED TAPE: One Application — One Note — One Completion Certificate.

36 MONTHS TO PAY: 36 Equal Monthly Payments Including Interest.



ASBESTOS
ROOFING
ASBESTOS
SIDING



COMPLETE
PLUMBING
AND
ELECTRICAL
SUPPLIES

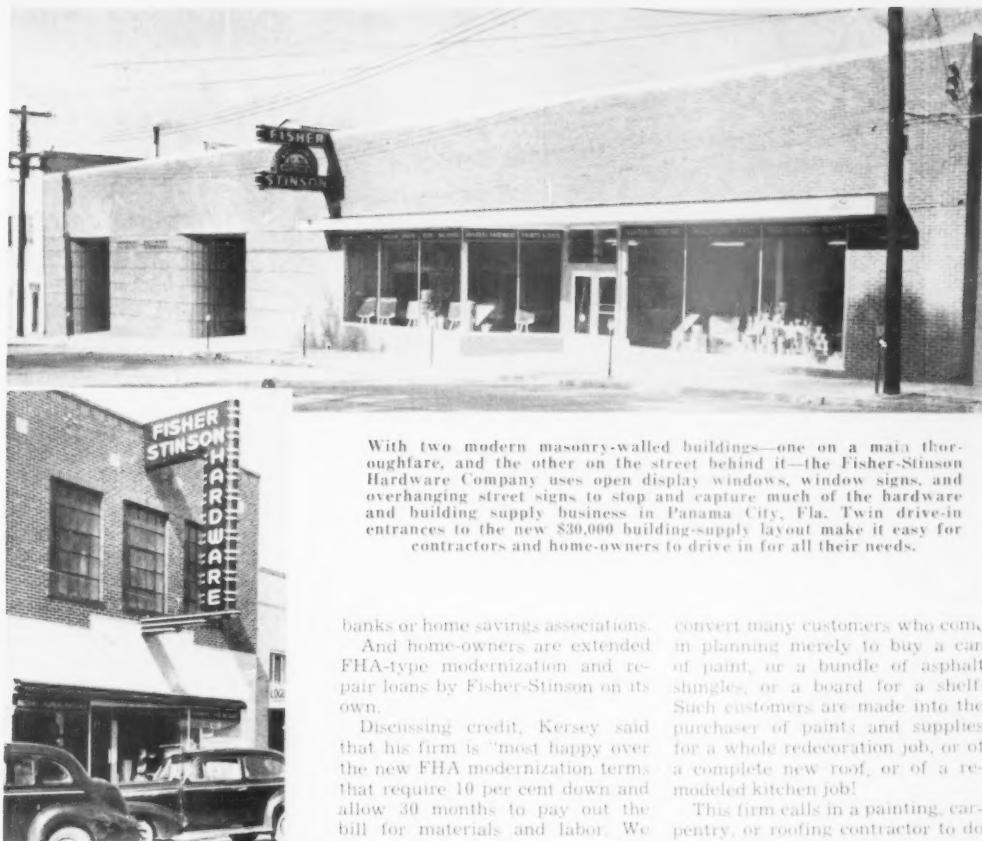
A FULL LINE OF HARDWARE — BUILDING SUPPLIES AND SPORTING GOODS

"One Stop Gets It All"

FISHER-STINSON HARDWARE CO.

HARDWARE DEPT. 445 HARRISON AVENUE—PHONE 85

BUILDING SUPPLY DEPT. 445 GRACE AVENUE—PHONE 583-988



With two modern masonry-walled buildings—one on a main thoroughfare, and the other on the street behind it—the Fisher-Stinson Hardware Company uses open display windows, window signs, and overhanging street signs to stop and capture much of the hardware and building supply business in Panama City, Fla. Twin drive-in entrances to the new \$30,000 building-supply layout make it easy for contractors and home-owners to drive in for all their needs.

banks or home savings associations.

And home-owners are extended FHA-type modernization and repair loans by Fisher-Stinson on its own.

Discussing credit, Kersey said that his firm is "most happy over the new FHA modernization terms that require 10 per cent down and allow 30 months to pay out the bill for materials and labor. We find that most customers want to put down at least 10 per cent and budget the balance. This initial equity assures better payment performance in most cases."

Kersey says that the Fisher-Stinson installment plan for financing modernization and repairs makes it easy for their salesmen to

convert many customers who come in planning merely to buy a can of paint, or a bundle of asphalt shingles, or a board for a shelf. Such customers are made into the purchaser of paints and supplies for a whole redecorating job, or of a complete new roof, or of a remodeled kitchen job!

This firm calls in a painting, carpentry, or roofing contractor to do the work, with the home-owner and the contractor getting together over the details. However, Fisher-Stinson often finance both the materials and the labor in one monthly installment loan.

Regarding the "new face" of the Fisher-Stinson building supply de-

(See REPAIR ACCENT page 72)

and repair business in three principal ways:

1. They ask for it through half-page newspaper ads, theater picture trailers, radio announcements, and direct-mail pieces.

2. They woo the contractor—large and small—by leaving the construction and installation of materials up to him.

3. They offer liberal credit assistance through three plans.

Open accounts, of course, are available to reliable patrons.

Home-owners are assisted in obtaining mortgage loans through

The new building-supply showroom of Fisher-Stinson is built on two levels, as seen at right. Shower stalls, metal trim, and an electric water cooler attract and serve callers and patrons paying their bills or modernization installments. Fluorescent light floods the gondola displays of small supply items.





Colored tile walls eliminate the problem of cleaning walls in this remodeled kitchen. Note improvement over the scene at far left.

CREDIT RESTRICTIONS on building new homes may alter the sales tactics but certainly will not prove hazardous for those progressive building supply dealers who are ready to go after remodeling jobs on the 23,000,000 American homes that have seen 30 or more birthdays.

Home planners have a phrase for houses showing the infirmities of old or middle age—the "creeping paralysis of inefficiency."

An analysis of the housing picture completed by the Minneapolis-Honeywell Regulator Company discloses that more than half of the nation's 43,000,000 homes are exposed to this ailment. The disease is easy to detect if one watches for the symptoms: grumbling plumbing equipment, clanking and inefficient heating apparatus, and kitchens that are badly arranged and lacking in modern time-saving equipment.

The survey disclosed the approximate number of "obsolete" homes by states in the South and Southwest. (See list on page 58.)

The home-owner who has lived in a home for a quarter of a century or more usually has an affection for it. The ranch-style house across the way may be the last word in modern home-planning

but awakens no desire in his heart to turn in his own house for it. Still, its bright air of efficiency undoubtedly makes him wonder wistfully about the possibility of making the old homestead a little more comfortable and more in line with modern standards.

Happily, such efficiency is not difficult to attain if one embarks upon an intelligent and carefully-thought-out plan of remodeling.

Neat tile walls and tile floor add space to the appearance of this small bathroom. Continuous cabinets with built-in lavatory make use of every inch of space. Built-in shelves in the child's room, shown on opposite page, have practical, washable tile tops. At far right—a modern, more sensitive thermostat may avoid replacement of an ineffective heating system. All photographs courtesy the Minneapolis-Honeywell Regulator Company.

23,000,000 *Residential*

Why worry about credit restrictions on new home construction when—

The first step in such a plan is to help a prospective customer make an efficiency survey of the house.

Here are some of the questions to ask in such a survey: Does the water run in a reluctant trickle when the faucets are turned on? If so, the pipes are probably clogged with lime.

Do the floor boards seem literally to breathe dust and dirt, and do cold drafts play around one's feet even when the radiators are perking full tilt?

Are the walls stained and smoky around the radiators or warm-air grills? If so, the heating system, which has been rightfully called "the heart of the home" is in need of a thorough overhauling. It may



Prospects for Remodeling

Houses needing modernization offer a gold mine hardly explored!

even be necessary to install a new heating plant.

Do the dishwashing and house-cleaning chores require twice as long as they should? Then modern kitchen equipment and time-saving electrical devices are the answer to this particular problem.

An over-all remodeling job undertaken at once is likely to mean a greater drain on the budget than the average home-owner is prepared to incur. So the dealer should be prepared to suggest installment financing for carrying out the program step by step, thus minimizing both the fiscal and the physical inconvenience.

The heating system is a necessity now so this should have first attention. Stains on the walls and dust and dirt through the floorboards are probably caused by tiny cracks and holes in the furnace. If it is a really old heating plant, the customer may be surprised to find that a new oil burner and tank installation would cost only about \$400.

If, however, the home-owner doesn't want to go to the expense



of installing a new one, suggest covering the basement ceiling with wallboard or some other composition material that will stop the dirt from filtering through the floorboards.

If drafts, cold floors, and hard-to-heat rooms are problems, a 30-year-old thermostat may be to blame.

Today's new heating controls can go a long way toward making winter living a lot more comfortable. The new plug-in, "self-installing" thermostats now retail for less than \$40. More sensitive than their earlier counterparts,



The hideous radiator marred walls, and small cabinet were replaced here by tile walls and counter and plywood cabinets.

some new thermostats operate the heating plant at shorter and more frequent intervals. Thus they keep the warm air circulating all of the time instead of allowing it to rise to the ceiling when the furnace is not operating.

The average kitchen in a house 25 or more years old is a model of inefficiency since modern kitchen planning, designed to reduce the time required for meal preparation to a minimum, and devices to save the homemaker labor are largely developments of the last two decades.

(See 23,000,000 jobs page 58)

This Texas yard proves its neighborliness with a

FORTNIGHTLY NEWS-LETTER

TWICE A MONTH about 800 residents in north San Antonio, Tex., receive a mimeographed "news-letter" from "Ernest."

Written in a simple, chatty style by Ernest Scrivener, Jr., owner of the Scrivener Lumber Company, these "letters" comment on happenings in the town, give informal "personals" of the people living in that area, mention some used item that a friend would like to buy or sell—and always manage to slip in a word or two about products available at Scrivener's.

Five years ago, the Scrivener Lumber Company opened a modest, but well-stocked, lumber yard nine miles from the center of San Antonio. The location is still somewhat "up in the north woods," but more and more people are settling in that vicinity.

As business grew. Scrivener stocked hardware and other allied lines, but he was not satisfied with the utilitarian building, which lacked beauty from the architectural standpoint.

Early in 1950 he had constructed the present \$25,000 building of cut stone and redwood. It is as beautiful within as it is from the street. The interior color scheme of rose and green would do credit to any smart store in the heart of San Antonio.

Upon completion of the new building, Scrivener started his "news-letter." This unusual idea was actually adopted to help publicize an even more unusual idea—the addition of a dress fabrics department in connection with the lumber store. Yes, that's right: dress fabrics!

For several years Scrivener had noted that housewives in north San Antonio drove to New Braunfels, some 20 miles away, to buy dress materials from the big cotton mill there in preference to facing city traffic.

It occurred to him that by stocking these fabrics from the mill, he could save these shoppers time and trouble—and make new friends for his lumber yard. So he added \$6,000 worth of fabrics from the New Braunfels mill.

The next step was to advertise them.

Since his trade was not the ordinary "city trade," but consisted more of small ranchers and city people who had purchased small homes in the country, Scrivener decided to make direct-mail the backbone of his advertising. As a starter, he used 200 names provided by a professional mailing-list firm. The final list of about 800 was compiled from cards signed by those who registered for a chance at the free television set given away at the formal opening of the new store.

Searching for a direct-mail piece that would be "different," Scrivener hit upon the news-letter idea.

"At first we had some misgivings about readers sending in news items to us—but they did," he says. "And the items are coming in steadily now after six months."

Once a month, several hundred return postcards are enclosed with the news-letters, requesting that news be turned on in the cards to the lumber yard.

"Our customers seem to like to 'take pen in hand' and write things for our columns," asserts Scriv-

ener, the lumber dealing "editor."

Sometimes Scrivener wonders if he didn't miss his calling. Maybe he should have been a country editor. Yet, he is doing pretty well as a semi-country lumber dealer and fabrics merchant, and has no complaints.

The success of the news-letter idea surprised even Scrivener. It is due, he believes, to its country-newspaper style. He doesn't worry about the niceties of grammatical construction—or even spelling. But he does spend a lot of time getting the semi-humorous country slant into his copy.

The inexpensive publication is really paying dividends.

Since his fabrics department was established and the new, attractive building completed, Scrivener has increased his stock to \$18,000, to keep pace with the demands of his customers. What was once a "one-man lumber yard" has become a departmentalized store.

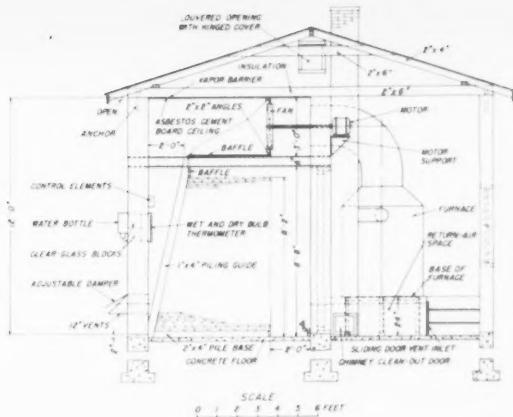
His unit sales average more than 100 a day.

And his stock, based on present figures, will turn over a minimum of three times a year.

The fabrics department serves to stimulate other departments. Women who come to buy dress materials also buy their work clothes, kitchen ware, appliances, and even hardware at Scrivener's. And when they are ready to build a new home or improve a present one, Scrivener's is their natural first choice.

Ernest Scrivener tries to stock only what he considers the quality brands of merchandise, for that is what his customers want and can afford to buy.





House-Furnace Type Dry-Kiln Meets Needs of Lumber Yards

SIMPLE and cheap in both construction and operation, this small furnace-type dry-kiln is suitable for small lumber yards and wood-working shops not equipped with steam for kiln use.

A test unit was constructed and studied by the Forest Products Laboratory of the United States Department of Agriculture, in co-operation with the University of Wisconsin. This unit will not perform like a modern steam-heated kiln with respect to control of temperature and relative humidity, but with careful operation it will dry many species of lumber satisfactorily, particularly if the lumber is for general construction purposes or if it has been air dried.

The maximum capacity of full-length 4-by-4 lumber is about 3,800 board feet in the kiln described here. Heat is supplied by

a pipeless hot-air house furnace, of at least 150,000 BTU output an hour. Fans re-circulate the air through the lumber pile and furnace, and water sprays provide humidification.

Following the laboratory's tests of variations of the unit, the improved kiln plan, detailed above, was drawn up. In this plan, the drying room is 8 feet wide, 12 feet high, and 17 feet long. The lumber pile is about 8 feet high, 16 feet long, and 6 feet wide at the bottom and 4 feet at the top.

The construction plan specifies 12-inch concrete-block walls enclosing the drying room and 8-inch block walls around the furnace room. Roof and ceiling are of wood-frame construction, with provision for venting the attic space. Concrete or cinderblock

The furnace-type kiln tested by the Forest Products Laboratory, shown here, differed somewhat from the final proposed kiln, detailed at the top of page. In the unit above, concrete-block walls replace wood siding. External motors connected to 21-inch fans replace the 36-inch direct-connected fans. A small handloading door is used instead of the large one seen at left. All illustrations by Forest Products Laboratory.



SOUTHERN BUILDING SUPPLIES for DECEMBER, 1950

walls can be kept dry by coating inside surfaces heavily with an asphaltic mastic especially prepared for kiln use.

Walls can also be made of wood, brick, or tile. Wood walls have the disadvantage of being less fire-resistant and shorter-lived. Brick or tile should be of the dense, hard-burned type. Long masonry kiln walls should be strengthened by pilasters not more than 20 feet apart. Brick walls should be at least 13 inches thick; tile walls, 12 inches thick. A combination of the two is also practical.

In the unit tested by the Forest Products Laboratory, temperatures in the drying compartment varied considerably. The drying schedules could not be followed as well as in steam kilns, where dry-and wet-bulb temperatures are controlled independently. Difficulty of humidification to control wet-bulb temperature added to the problem of using the furnace-type kiln.

However, another control technique can be used in place of the conventional fixed-temperature procedure. This system employs a wood-element hygrometer that controls on the basis of the equilibrium moisture content of wood.

One of the simplest and most effective ways of employing the hygrometer is to use it to control the water sprays, together with thermostatic control of the furnace and hand-operation of the vents. Vents should be kept closed as much as possible to lessen the need for water sprays.

(See DRY-KILN page 78)



THAT WAS a long string of days back in 1938—long days of waiting for the first customer, with 50,000 feet of consigned, assorted lumber in the one shed available on a location that rented for \$25 a month. And the \$100 in cash with which W. C. Price had started his lumber business in Dallas, Texas, was melting away.

Then, after 16 days, that first customer appeared.

He liked the prices of lumber as advertised by the fledgling Price Lumber Company in newspaper classified columns, but he wanted millwork that Price didn't have in his shed.

However, Price took the order. Then he called the mill that had gambled the 50,000 feet of lumber, and the mill filled the millwork order by truck the next day.

From that first transaction on his own, W. C. Price learned two lessons—and they figure today in the highly successful lumber business that flourishes in his modern, attractive yard on a two-acre site.

The Price advertisements still feature prices, with the slogan,



"Price Has the Price" -- and a way to bigger sales

By **BARON CREAGER**

"Price Has the Price." But they are now usually three columns wide and 12 inches deep. And this dealer makes a constant effort to keep prices slightly under the market. The use of the double meaning of "price" gets attention, where merchandise is of standard quality and costs no more.

The second lesson Price learned is that it is not necessary to carry heavy inventories and actually handle within the yard all lumber sold. So, as in the first transaction, much of the

lumber sold is delivered from mill to job. Two trucks are maintained for this function.

Price recalls that it was not so difficult in those days to keep his prices under everybody else's. "When I started," he remembers, "I was paying \$15 a thousand for lumber delivered from the mill and I sold it for \$19.50.

"Avoiding large stocks has held down my overhead and my yard personnel; when you truck directly from mill to job, less help is required. And I have never gone in for fir. All yellow pine. In the case of fir I have found that you are either overloaded with it or you are understocked."

The Price Lumber Company maintains seven trucks for its retail business in Dal-

(See PRICE page 68)

'PRICE Has the price'

HURRY!

THEY'RE GOING FAST

BE SURE YOU GET YOUR

FREE

SWIFT'S PREMIUM

Turkey

or NEUHOFF'S Ready-to-Eat

HAM

WITH EVERY

GARAGE

COSTING \$225

OR WITH ALL OTHER OF

BUILDING MATERIALS

\$225

Offer Limited to

Cook or Title 1 Decks

DELIVERED ANY TIME

FOR THANKSGIVING OR CHRISTMAS!

IMPERIAL

BRAND

GUARANTEED FIRST QUALITY

ASPHALT SHINGLES

215-lb. \$13.50

1475-lb. CANVAS 8.50

4-ft. Red Metal FENCING 15.50

1475-lb. POSTS 12.50

CEMENT \$1.25

W.C. PRICE LUMBER COMPANY

'PRICE Has the price'

T-3-9965 305 S. HASKELL T-3-9966

'PRICE Has the price'

"FROM THE ROOF TO FOUNDATION—LOWEST PRICES IN THE NATION"

WOW

WHAT A WEEK WE HAVE HAD

Selling sturdy 10'x20' top-quality garages that cost \$250 or more elsewhere, complete including material and labor—new.

10'x20' COMPLETE

GARAGE \$195

36 MONTHS TO PAY — NOTHING DOWN

Overhead Doors \$22.50 Additional

36 MONTHS TO PAY

WHEN YOU

BUILD A GARAGE AND A ROOM — REMODEL

REPAIR — REROOF — REPAINT OR OUTBUILDINGS

W.C. PRICE LUMBER COMPANY

'PRICE Has the price'

T-3-9966 305 S. HASKELL T-3-9966

Not only does the clever play on words in the slogan "Price Has the Price" get attention in the Price Lumber Company's newspaper ads—but so do the prices. The free ham or turkey offered in the ad at far left was given away during a special promotion with each order of materials amounting to \$225 or more. The \$195 garage in the other ad has gone up to \$250. Owner W. C. Price, seen above, is a firm believer in liberal credit since he started his now-thriving business with only \$200 capital.

Survey of Tennessee Dealer Costs Indicates Partnerships Fare Best

PARTNERSHIPS enjoyed greater profits, suffered less losses, and had a greater average inventory turnover per year, the 1949 building material dealer "Cost of Doing Business Survey" in Tennessee shows.

This third annual survey of the business operations of members of the Tennessee Building Material Association was made by the Bureau of Business Research of the University of Tennessee's College of Business Administration at the request of the association and through the cooperation of 99 of its members. Twenty dealers were surveyed in 1948.

Supervised by William C. Henry, associate professor of accounting, assisted by the Research Bureau's William Snodgrass and William Chaffin, this Business Cost Survey of Building Material Dealers analyzes and compares the 99 dealers by type of legal entity; average mark-up and inventory turnover (see table reproduced below); operating results altogether; operating results by sales volume classification and city size; and net profit by sales volume classification, city size, and type of legal entity.

In addition, it provides an enlightening comparison of the 1949 Cost of Doing Business Survey averages for lumber and building material dealers in Louisiana, Kentucky, and Ohio, with these for Tennessee.

Finally, this Tennessee survey analyzes the "break-even" point for participating dealers, and shows the effects of decreased mark-ups on the same sales volume, the same dollar profit on decreased mark-up, and decreased sales volume at the same mark-up.

Tennessee building material dealers included in the survey were representative in several ways: geographically, with 33 from the western, 30 from the middle, and 36 from the eastern part of the state; by legal entity, with 16 proprietorships, 20 partnerships, and 63 corporations; and by sales volume, with 20 having net sales under \$175,000, 28 having sales between \$175,000 and \$270,000, 23 having sales between \$270,000 and \$430,000, and 23 having sales of \$430,000 and over.

Comparison of the surveys of the building material dealers in the four states shows that in 1949 Tennessee dealers enjoyed a greater

operating profit than did dealers in Louisiana and Kentucky, but the Kentuckians made the best showing in net profit. The state averages:

Cost of goods sold (%): Louisiana, 75.08; Tennessee, 72.01; Ohio, 71.36; Kentucky, 71.10.

Gross margin (%): Kentucky, 28.90; Ohio, 28.64; Tennessee, 27.99; Louisiana, 24.92.

Total expense (%): Kentucky, 24.60; Tennessee, 23.65; Ohio, 23.28; Louisiana, 21.27.

Net profit (%): Ohio, 6.84; Kentucky, 5.80; Tennessee, 4.92; Louisiana, 4.67.

The combined experience of the 99 Tennessee dealers covered in this 1949 survey figures that the average mark-up on cost was 31.30%, the average inventory turnover per year was 4.66, and the net profits from operations was 4.34% of net sales.

By legal entity, partnerships had the intermediate average mark-up on cost: proprietorships, 25.66; partnerships, 28.17; corporations, 33.17.

But partnerships had the greatest average turnover per year: proprietorships, 4.94; partnerships, 6.62; corporations, 4.24.

So, partnerships enjoyed the greatest net profit from operations in percentage of net sales: proprie-

terships, 2.92; partnerships, 6.93; corporations, 3.82.

The greater profitability of partnerships (probably resulting from more active and diversified management of the business) is reflected in the analysis of net profit. Fifty-five per cent of the partnerships earned a net profit of 5% or more, whereas only 33.3% of the corporations and 31.3% of the proprietorships did as well. Furthermore, 37.4% of the proprietorships and 14.3% of the corporations operated at a loss, compared with 15.0% of the partnerships.

Analysis of net profit from operations by size of city reveals that the medium-sized cities, with 10,000 to 20,000 population, were the most profitable locations. A total of 61.6% of dealers in this population bracket earned net profits of 5% or more.

UT's Bureau of Business Research figured the break-even point for the average Tennessee dealer in the 1949 survey. The break-even point is the sales volume at which gross profit will exactly cover operating expenses and leave neither profit nor loss.

The UT calculation: cost of materials sold, 72.01% of sales; variable expenses, 10.53% of sales, which totals 82.54% and leaves 17.46% profit before fixed expenses. The result is that the sales volume at break-even level is \$245,636 for the reporting dealers on the basis of 1949 operations.

Average Mark-up on Cost and Average Inventory Turnover

Profit, expressed as a percentage of net sales, was responsive to both mark-up and inventory turnover, as demonstrated by the following table. It should be emphasized that any specific mark-up does not necessarily insure a proportionate percentage of profit. For instance, a mark-up of fifty percent on a purchase price of \$50 would not give a \$25 gross profit because of factors, such as customers' claims, breakage, shipping department errors, buying mistakes, and inventory shrinkage, which increase the cost of the inventory. The effective mark-up is also reduced by wholesale discounts and special discounts allowed churches, employees etc. Men of long experience in the industry estimate that these factors require a compensating increase of from two to four percent more than the desired percentage of mark-up.

| | Average Mark-up on Cost (Percent) | Average Inventory Turnover (Times per Year) | Net Profit From Operations (Percent of Net Sales) |
|---|---|---|--|
| Analysis by Sales Volume | | | |
| Class A: Under \$175,000 Net Sales | 34.55 | 3.75 | 3.32 |
| Class B: \$175,000 to \$270,000 Net Sales | 30.73 | 4.62 | 2.88 |
| Class C: \$270,000 to \$430,000 Net Sales | 28.04 | 4.83 | 4.13 |
| Class D: \$430,000 and Over Net Sales | 32.87 | 4.89 | 5.26 |
| Analysis by City Size | | | |
| Under 10,000 Population | 27.94 | 4.50 | 3.12 |
| 10,000 to 20,000 Population | 29.97 | 4.79 | 6.65 |
| 20,000 to 40,000 Population | 32.53 | 3.55 | 3.32 |
| 40,000 Population and Over | 33.58 | 5.41 | 4.81 |
| Analysis by Type of Legal Entity | | | |
| Individual Proprietorships | 25.66 | 4.94 | 2.92 |
| Partnerships | 28.17 | 6.62 | 6.93 |
| Corporations | 33.17 | 4.24 | 3.82 |
| Survey Average | | | |
| Combined Experience 99 Dealers | 31.30 | 4.66 | 4.34 |

DEALER'S WEEKLY HOME PLANS

Draw Inquiries - and Orders - From Two States

By H. G. MATTHEWS

READERS of the Charlotte (N. C.) *News* see a new house plan and elevation every Saturday—through the courtesy of the Cathey Lumber Company.

"This form of promotion has drawn more response than any other we have tried," asserts C. L. Barber, assistant secretary-treasurer.

The home plans are drawn by the company's two draftsmen, J. T. Stainback and G. Mitchell.

Response to these weekly home plans has run as high as 50 inquiries on a single plan. Sometimes they draw as few as six.

"People in smaller towns near Charlotte especially seem to appreciate these plans," says Barber. "Many of them do not have ready access to an architect or plan books, and they do not like to order many such books sight unseen."

Inquiries have come—by letter and long-distance telephone calls—from several towns in South Carolina as well as North Carolina.

"Another appealing feature of our plans is that they are designed especially to suit this area," Barber says. "And most of them have more individuality. We don't feature many really small houses because the real-estate developers are building them—by the dozens." Some of the Cathey plans have as many as four bedrooms and three baths.

The Cathey Lumber Company started publishing weekly house plans in the Charlotte newspaper in 1939 and continued it profitably until the war. The service was started up again last February. A new set of plans is furnished each week to the newspaper for the building page.

"This sort of publicity doesn't always bring big results immediately," Barber says. "But people apparently remember the plans. We are still getting calls on our plans published last February, and occasionally a customer calls about a plan we ran before the war!"

The Cathey firm does no building. All arrangements are made through local contractors. The company also handles all financial arrangements.

The series of house plans has

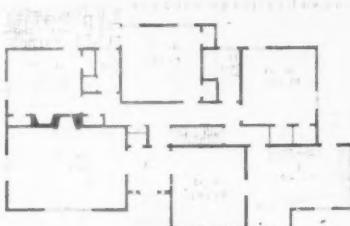
boosted sales for remodeling materials, too, according to Barber. "Just last week a lady walked into the office holding three newspaper clippings of our plans. She wanted to figure out how to make her house look like the ones shown in the paper."

For future reference and suggestions, an elevation of each plan is beautifully done in water colors by a local artist and is inserted into a transparent plastic folder, above the floor plan. Contractors frequently bring customers by to see these plans, which cost them nothing if they buy Cathey building materials.

Formed in 1919, the Cathey Lumber Company is one of Charlotte's oldest building-supply firms. John R. Cathey is president. A. K. McLeod is vice-president and treasurer.



Home plans, like the one below, are featured on the building page of a Charlotte, N. C., newspaper each Saturday through the courtesy of the Cathey Lumber Company. Plans are drawn in the company's drafting rooms, like the one seen here. Note the rack of plan books that lines one wall.



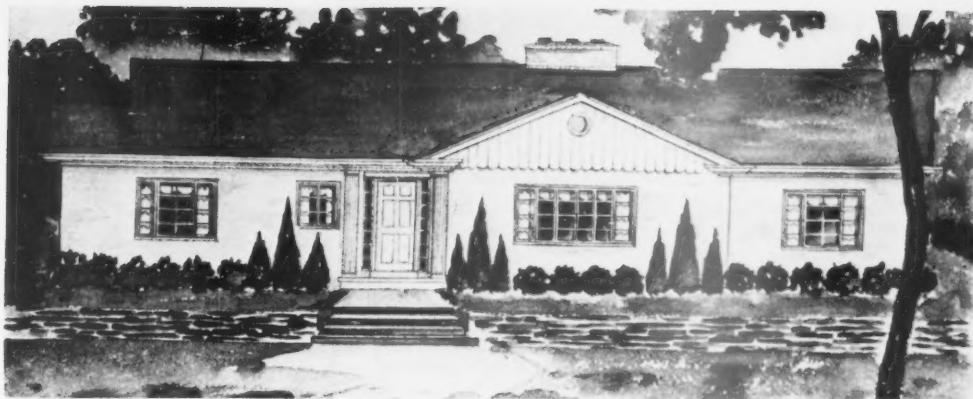
The plan above is the "Moss Rose Home." The convenience of having all rooms on one level, and the great amount of window space, including the large picture windows, showing a forest of herringbone windows in each room, make these homes very desirable.

Shown here is a very attractive small bungalow. The exterior is bathed in light individual. The wall arrangement, floor plan, and the story of the inside. A splendid room

arrangement is provided consisting of an entrance hall, spacious living room, dining room, rear porch, and five rooms which can be used either as den or as bedrooms. The house costs \$1,200 to build.

For complete information concerning these and other models, write to the Charlotte Lumber Company, Charlotte, North Carolina.

These attractive house plans can be seen at the Cathey Lumber Company, who will be pleased to



An S-B-S Exclusive
**DEALER'S POPULAR
 HOME PLAN**

ROOMY RANCH HOME

preferred by Charlotte residents

NO MATTER how many plans a lumber dealer or Home Plan Agency creates and offers prospective homebuyers, one always stands out. One is always preferred over others.

Why? Probably because its front elevation is "pleasing to the eye" . . . it seems to suit most building lots . . . and it contains the number of rooms, in an appealing arrangement, that most families desire in their home-to-be.

So the 9,446 dealers who receive SOUTHERN BUILDING SUPPLIES each month may compare their "most popular home design" with that of progressive contracting and planning dealers elsewhere in the South and Southwest, we introduce here a new series of home plans. Each will appear with the symbolic label shown above, bearing the inscription: "An S-B-S exclusive DEALER'S POPULAR HOME PLAN."

This is the first of a new series of Southern and Southwestern dealers' popular Home Plans—an S-B-S exclusive. This roomy, well-windowed ranch-type home is the most popular offered by the Cathey Lumber Company in the Charlotte, N.C., area. It contains 1,607 square feet of floor space. Blueprints, specifications, and bill of materials are available at low cost.

We didn't have to go far to select the handsome home plan shown on this page! As you can see lettered on the floor plan, it was "Designed by Cathey Lumber Co." This is a dealership that started after World War I in Charlotte, N.C. (See page at left for a full account of their unique and successful Home Plan Design program.)

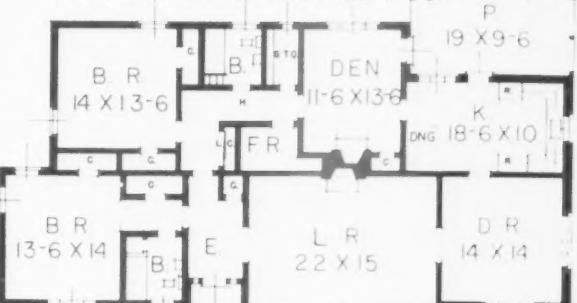
Of the large number of home plans that the two Cathey draftsmen have turned out since World War II ended, the design on this page has been the most popular.

In fact, according to C. L. Barber, assistant secretary-treasurer of the firm, plans for this house have been drawn, with minor variations, more than a dozen times.

Ranch-type homes, functionally arranged with plenty of storage space and windows, are the favorites of families in and around Charlotte nowadays. And this plan happily combines all these characteristics.

It contains 1,607 square feet of walled-in floor space, and also calls (See HOME PLAN page 68)

DESIGNED BY CATHEY LBR CO.





WASHINGTON NEWS

WITH THE CHINESE Communists determined to claim all of Asia as their domain and at the expense of thousands of lives of their soldiers and Koreans, it appears that World War III is just about under way in fact if not formality.

The threat of Russian invasion of Western Europe, coupled with the Asiatic developments, has resulted in most government officials getting ready to pull out all stops in playing the calliope of rearmament and defense. Although new recruits to Washington bureaucracy usually are most militant and "liberal" in their efforts to bring about controls, curbs, and red-tape, the Washington regulars at this moment are more outspoken concerning the imminent need of controls of prices, wages, and even rationing.

Secretary of Treasury Snyder predicted before the Senate Finance Committee this month that general wage-price controls will have to be invoked "to avoid damaging inflation." This forecast was the first outright statement by a top federal official that general controls of wages and prices may be inevitable. He estimated that the international impasse may push federal spending up next year as much as 50 per cent, making the budget for the fiscal year beginning July 1, 1950, reach \$67.5 billions.

FAIR TREATMENT of homebuilding was requested of the administrator of the National Production Authority by NRLDA's Executive Vice-President H. R. Northup in a letter last month. He explained:

"To date there are strong indications that credit restrictions and other limitations already announced will cut back housing by 50 per cent or more, whereas no comparable reduction has even been suggested in other fields, many of which are far less essential than shelter."

Northup urged NPA's Harrison

to make certain that housing and other essential building is not curtailed to a greater extent than other civilian production in the drive to conserve materials for the defense program.

RAYMOND M. FOLEY, administrator of the Housing and Home Finance Agency, soon will appoint two committees to help determine the effect of real-estate credit controls on housing. One will be known as the Technical Advisory Committee on Credit and Production Statistics. It will concern itself with the effect of credit controls on the production and financing of home construction. It will consist of labor and industry representatives.

The other committee, to include veterans, labor, and consumer organizations, will be known as the Technical Advisory Committee on Housing Consumer Statistics. It will concern itself with the impact of real-estate credit or other defense controls on the ability of consumers to obtain housing.

DESPITE the objections of private industry and investors, it appears certain that the Congress shortly will vote an excess-profits tax bill that will yield in excess of \$4 billion. Increases in corporate and individual income taxes are expected to raise the tax load next year to the point where federal, state, and local taxes will take 28.8 per cent of the national income, compared with 26.6 per cent this year, and 26.1 per cent in 1945 during the World War II peak.

TO HELP ORGANIZE and staff the lumber section of the National Production Authority, C. Arthur Bruce, executive vice-president of the E. L. Bruce Company and former president of the National Lumber Manufacturers Association and other lumber groups, is in Washington for several months. Bruce represents the hardwood industry on the NPA. He was stationed in

Washington as executive officer of the Lumber Code Authority during the NRA days in the early 30's.

THE FIRST supplement to the Public Relations Guide issued by the National Retail Lumber Dealers Association last summer is entitled "Your Public Relations and the Emergency."

The supplement states that "the industry as a whole will, of course, endeavor to cooperate with the government at every possible turn. But, on the other hand, it also will speak up whenever it sees the defense officials making serious mistakes or threatening to make them."

Citing lessons from the past when the industry's position was misinterpreted—as in the case of its opposition to the subsidy provisions of the Veterans Housing Act—until subsequent facts proved it correct, the NRLDA supplement urges dealers to follow a sound public relations program that will build good-will and help to prevent or counteract any further misimpressions.

WHEN GIVEN the facts, the voters will reject socialistic programs such as public housing, according to the National Association of Home Builders. The group pointed out that when the issue of government competition with private enterprise in erecting homes for low-income families was put to voters in three areas recently, the proponents of public housing were defeated in all three instances. The cities: Kenosha and Madison, Wis., and the State of California.

RECENT CONFERENCES here between industry representatives and Department of Labor officials resulted in the wage-hour administrator's staff standing pat on its October 25 interpretation of retail establishments exempt for the minimum wage provisions of the amended Wage-Hour Act.

The government position appears to be that at least 75 per cent of the goods sold by a building material dealer not only must be considered retail by the industry but also must not be resold in their original form, altered form, or as part or ingredient of a commodity.

Thus, sales to contractors for commercial, institutional, industrial, and industry packaging use would not be considered retail. The other test is that at least 50 per cent of a dealer's sales must be made within the state where his yard is located.

NEWS *of the* MONTH



James J. Upson has been appointed administrative vice-president of the Upson Company, Lockport, N. Y., manufacturers of laminated fiber wall and ceiling panels. He continues his present duties as secretary of the company. Upson received his degree in finance and commerce from the University of Pennsylvania. He joined the company in 1946 after service in the United States Naval Reserve.

50% Veterans Got Homes Without Cash

Nearly 40 per cent of the mortgage-financed new one-family houses were bought with no down-payment in 9 large-city areas during the latter half of 1949.

The preliminary results of the U. S. Labor Department's Bureau of Labor Statistics survey of financing, prices, and rentals of new housing also revealed that almost half of the veterans, who made up 75 per cent of the purchasers, paid nothing down.

The findings in the report, the bureau warned, are indicative only of conditions in large metropolitan areas. Custom-built houses are excluded from the preliminary study.

The survey does not show whether

19% Decline in Construction Contracts Expected in 1951 by Dodge Forecasters

BUILDING and engineering contracts will decline 19 per cent in 1951 relative to 1950 in the 37 states east of the Rockies, it was estimated in the annual November outlook of F. W. Dodge Corporation, construction news and marketing specialists. The estimates were made jointly by President Thomas S. Holden and Clyde Shute, assistant vice-president in charge of the statistical and research division.

"This is a cut-back from the peak construction volume of all time," they state. "It leaves a dollar total measurably greater than that of any year except 1950, and a physical volume total that would compare favorably with other prosperous construction years.

"We question whether there will be much change in the level of construction costs in 1951. Some materials will be tight; others which were tight in 1950 will be plentiful and competitively priced.

"Demand for building labor will ease somewhat with reduced construction volume, though doubtless many men who have been employed in construction in 1950 will shift to defense production."

The authors attribute "the moderate extent of the anticipated

or not larger down-payments could have been made, had they been required. The nine metropolitan areas, in which about a fifth of all non-farm one-family homes were started last year, are Atlanta, Boston, Detroit, Los Angeles, Miami, Philadelphia, Pittsburgh, Seattle, and Washington, D. C.

Most of the veterans in the survey (7 in 10) made down-payments of 5 per cent or less. In contrast, most non-veterans (7 in 10) paid over 15 per cent down.

decline" to these reasons: partial rather than total mobilization; prospectively increased production of key materials; reduced output of motor vehicles and other consumer durables; ingenuity in conserving and substituting of materials, and the view by "responsible leaders in government that a strong civilian economy with maximum freedoms is just as essential for preparedness as an enlarged military establishment."

Holden and Shute base their relatively optimistic viewpoint on their expectation that Regulation X will prove to be too drastic and will be modified during 1951. "Government officials announce the intention of cutting 1951 housing production back one-third from the total 1950 volume; from approximately 1,300,000 back to 850,000 new non-farm dwelling units," the writers say. "We incline to the opinion that Regulation X is quite severe and that its effect, unless modified, would be to reduce housing volume considerably more than one-third."

"In our estimates we have assumed that Regulation X will be moderated some time next year, if such action proves necessary to produce in 1951 approximately two-thirds of the 1950 housing volume. It is our view that 800,000 to 850,000 new non-farm units would adequately meet 1951 housing requirements."

Atlanta Builders Propose New Terms

In an "open letter" to Thomas P. Coogan, president of the National Association of Home Builders in Washington, D. C., on November 17, the Home Builders Association of Atlanta (Ga.) proposed the "Atlanta Plan" for down-payments on new houses. According to President E. R. Haw-

kins, this plan in effect is a recommendation for the reduction of one-third down-payment in all cost brackets in place of Regulation X terms.

For all houses costing \$16,000 or less, the Atlanta homebuilders' plan calls for a down-payment amounting percentage-wise to the "thousand digit" of the cost of the residence. For example, the down-payment for a \$5,000 dwelling would be 5 per cent of that amount, or \$250.00. For a \$13,000 house, the down-payment would be 13 per cent of that amount, or \$1,690.

For all houses costing over \$16,000, the Atlanta plan calls for a down-payment of a flat one-third of the cost.

In all cases, the closing cost would be added to the recommended minimum down-payment.

In his open letter to NAHB's president, the Atlanta association official requested:

"1. Direct more national thought and effort toward the small builder.

"2. Watch for opportunities to give the members practical information which will not wait for the Washington Letter.

"3. Study the 'Atlanta Plan' schedule carefully with an eye to getting it substituted for present Regulation X, when and if the regulation is changed."

Homebuilders Post Eight-Point Pledge

Homebuilders throughout the nation are pledging their efforts to support the defense program and promotion of the national welfare by posting an eight-point pledge prepared by the Educational and Public Relations Committee of the National Association of Home Builders.

The committee recommends the pledge because its adoption will clearly indicate to the public the patriotism and the public-spiritedness of the homebuilding industry at this time.

A package of materials to be used in promoting public knowledge of the homebuilders' adoption of the pledge is supplied by the Educational Committee with the pledge. These materials include 22-by-32-inch posters, blotters, leaflets, newspaper and radio advertisements, and a folder of instructions on most effective means of using the materials.

The text of the copyrighted

NAHB pledge reads as follows:

"The Homebuilders of America—to strengthen the national defense program and promote the national welfare—pledge faithful adherence to and advancement of, in all their activities, the following principles and policies:

"Full priority for the national welfare and defense.

"Good housing for the armed forces and for defense workers.

"Vigilant cost control for the public benefit.

"Common-sense inventories, consistent with our needs.

"Maximum efficiency in the use of manpower and machines.

"Homes for all who need them, consistent with the defense program.

"Earnings commensurate with risk and effort. Increasingly higher standards of home livability for all Americans."

30-Day Courses Begin Next Month

Applications for enrollment in 30-day courses for employees of retail lumber and building material dealers, beginning next month in three Southern and Southwestern universities, had better be speeded up by those dealer employees who want to be certain of enrollment!

That is the advice of officials of the dealer associations who are sponsoring these practical courses in building material merchandising in cooperation with the universities and the National Retail Lumber Dealers Association.

The seventh 30-day course at the Georgia School of Technology will begin January 22 and run through February 16. It is co-sponsored by the Alabama Building Material Exchange, Carolina Lumber and Building Supply Association, Florida Lumber and Millwork Association, Building Material Merchants of Georgia, Mississippi Retail Lumber Dealers Association, Tennessee Building Material Association, and the Virginia Building Material Association.

Veterans eligible under the Public Law 346 or Public Law 16 (disabled) to take this course—or those mentioned below—must present a certificate of eligibility or authorization papers to avoid paying tuition. But a prospective student should not hold up the mailing of his application, as the certificate may be presented at the beginning of the course.

Thirty-day courses will be held at Southern Methodist University

DURALL SALES CHIEF



Stuart M. Jones has been appointed vice-president of the New York Wire Cloth Company in charge of sales of Durall aluminum tension screens. During World War II, Jones served three years in Washington as the wire-screening consultant to the War Production Board. He has been in the wire-screening industry 19 years. He fills the position left by Wilson F. Barnes, who retired June 30.

in Dallas, Tex., from January 15 to February 9, and from February 26 to March 23, under the sponsorship of the Lumbermen's Association of Texas.

Sponsored by the Southwestern Lumbermen's Association, the fourth building-material training course at the University of Kansas City will be held from February 5 to March 9.

All these courses will have faculties consisting of practical industry and business representatives as well as selected members of the local university faculties. Divisional managers of the Upson Company, for example, will explain laminated panel uses and sales.

Subjects to be covered will include merchandising, advertising, blueprint reading, paints and varnishes, cedar shingles, bookkeeping, hardboards, cement, brick and tile, floor coverings, creative selling, insurance, inventory and profit, trade associations and magazines, estimating, farm buildings, asphalt products, business law, insulation, gypsum products, clay pipes, preservatives, installment selling, industry safety, metal products, credits and collections.

millwork, lumber properties, design and construction, glass, asbestos products, plywood, flooring, hardware, metal products, FHA financing, and store and yard improvements.

Hardwood Plywood To Be Inspected

Inauguration of an inspection service for members of the Southern Plywood Manufacturers Association was announced last month at the fall meeting of that organization in Atlanta, Ga., by Clarence W. Dietterich, managing director of SPMA.



John L. Butler, pictured above, is establishing the hardwood-plywood inspection service from the association's headquarters at 728 W. Peachtree St., N.W., in Atlanta, and will be plywood inspector.

A native of New York City, 32-year-old Butler is a wood technology graduate of Syracuse University, a former timber cruiser and logging superintendent of the Union Bag and Paper Corporation at Savannah, Ga., and a World War II veteran. As a lieutenant in the Air Corps he headed the wood unit of the materials and processes branch at Wright Field in Ohio.

Since the war Butler has been associated with the Tidewater Plywood Company at Brunswick, Ga., and the Darlington Veneer Company in South Carolina as a plant engineer, quality-control supervisor, and gluing and dry-kiln foreman.

The plywood inspection service will help round out the quality-

Fir Plywood Director Says Charge of Price Control Is "Ancient History"

PLYWOOD sales promotion today is both legal and successful, and any agreement among manufacturers to control prices in pre-war years is "ancient history," O. Harry Schrader, Jr., managing director of the Douglas Fir Plywood Association, trade association for 51 fir plywood manufacturing firms of Washington, Oregon, and California, asserted in Tacoma on November 7.

His statement came after the Federal Trade Commission issued an agreed order against the association and 15 plywood companies to "cease and desist" from certain practices that the commission found existed a part of the time between 1935 and 1941. Plywood firms starting operations during the past 10 years were not involved in the civil action.

"There is nothing for the fir plywood manufacturers to 'cease and desist' from either singly or collectively," Shrader stated emphatically. "Production is at a record rate of over two billion feet a year; plywood is a preferred building commodity, and manufacturers are

control program begun by the Southern Plywood Manufacturers Association two years ago with the establishment of the plywood testing laboratory in Atlanta, Managing Director Dietterich pointed out.

spending \$1,000,000 annually to expand markets for the future."

Plywood manufacturers will continue and enlarge the advertising-trade promotion activities through their industry association, according to Shrader. "The sole objective of this trade promotion is . . . and always has been . . . to stimulate demand for plywood. There is no conspiracy and there will be none. Activities of the association are strictly promotional . . . strictly in accord with the letter and the intent of the law."

Plywood promotion, Shrader explained, includes laboratory testing of production samples and field exposure tests to assure uniform high service performance of plywood. The program also provides trademarking to provide positive customer identification of panels meeting high U.S. Department of Commerce standards.

The commission did not commence its proceeding against the plywood firms until 1948 although charges related entirely to pre-war practices. It was a civil proceeding only to determine whether years ago there had been any technical violation of the Federal Trade Commission act, Shrader said.

The industry which was recognized for outstanding performance during the war, though believing that the charges are ancient and obsolete, agreed to entry of the or-



This 212-foot, 25-ton trunk of Douglas fir took a terrific beating from the moment of its felling on the White River tree farm of the Weyerhaeuser Timber Company, 70 miles from Seattle, Wash. With new branches and 3,500 lights, it now stands at Seattle's new shopping center of Northgate—"the tallest Christmas tree on earth." Fear of checks and breaks haunted all hands on the way from stump to Northgate. But Douglas fir maintained its reputation for toughness and bending strength all the way through.

der solely to dispose of the case and avoid long drawn-out hearings," he explained.

After the case was started in 1948, many companies originally named were eliminated by the commission. Thus, those still included for the alleged violations of 10 or more years ago number only 15 firms of the present 51 companies manufacturing fir plywood in 58 factories.

Limited admission by these manufacturers constitutes a modification of the flat denial of the complaint when it was first issued. On this point, Schrader quoted from the written answer which provides: "All admissions are made solely for the purpose of this proceeding, and for no other purpose, and in order to expedite its disposition." The FTC issued its cease and desist order after receiving the amended answers from respondent firms.

Personnel Notes

Eric W. Hammarstrom, manager of the Atlanta, Ga., building products section of the **Reynolds Metals Company**, has joined the building products division of the National Production Authority in Washington, D. C., in an executive position. Reynolds granted him a leave of absence to help the government during the emergency. In the last war, Hammarstrom served with the same division of the War Production Board.

★ ★ ★

New manager of the stock sales division of **Sargent and Company**, makers of locks, tools, and hardware, is **Walter D. Scott**. He joined the firm in 1927 and has represented Sargent in Maryland, Delaware, North Carolina, Virginia, the District of Columbia, and Pennsylvania. Scott is a charter member of the American Society of Architectural Hardware Consultants.

★ ★ ★

The Inland Steel Products Company, maker of steel building products, has appointed **H. B. (Jack) Brown** assistant sales manager. He will continue to give general direction to the metal lath products sales division, which he managed prior to his promotion.

★ ★ ★

Jack Root has been appointed a director of **Ponderosa Pine Wood-work**. Well known in Western pine



Allen Cassin is now assistant general sales manager of the Celotex Corporation. He supervises operations of the company's eastern sales branches, with headquarters in Washington, D. C. He formerly managed the Atlanta, Ga., and Cleveland, Ohio, district offices. His successor in Cleveland is W. H. McAuliffe, formerly assistant manager of that Celotex branch.

lumber circles, Root is general manager of the Anaconda Copper Mining Company's sawmill at Boner, Mont.

★ ★ ★

Albert E. Binger, Jr. is now industrial sales manager of the **Philip Carey Manufacturing Company**. He formerly was sales manager of the built-up roofing and paint department.

★ ★ ★

Charles H. Eisenhardt, who joined the **American Steel and Wire Company**'s sales department as a stenographer 25 years ago, has been made manager of the electrical products sales division. He succeeds **T. F. Peterson**, who resigned.

★ ★ ★

The National Electrics Products Corporation has appointed **Harold L. Rush** district sales manager in the Richmond, Va., territory. He is responsible for wire, conduit, cable, and electrical roughing-in material sales in Virginia and part of North Carolina.

★ ★ ★

Carl M. Lynge, Jr., has been appointed advertising and sales pro-

motion manager for the Stamford Division of the **Yale and Towne Manufacturing Company**. He formerly was New York district sales manager of the Waring Products Corporation.

★ ★ ★

Henry W. Graupner, general sales manager for **Marquette Manufacturing Company**, will assume the position of sales manager for the Mississippi-Southeastern Arkansas-Louisiana area January 1. The area will be served by the company's new cement plant at Brandon, Miss.

★ ★ ★

Frank E. Smith, who has been with the **R. E. Dietz Company** for 55 years and has been in charge of the Southern territory for 40 years, has retired. His position in the Southern territory with Dietz, one of the world's largest makers of quality lanterns, has been filled by **Alfred Miller**.

★ ★ ★

W. A. McFarland is now chief chemist of the **American Lumber and Treating Company**, Chicago, Ill. He succeeds **V. F. Hribar**, who has been recalled to active duty with the Navy.

★ ★ ★

G. H. Wygant, Miami, Fla., branch manager of the **Westinghouse Electric Supply Company**, has retired. **Charles E. Spaduzzi**, appliance manager for the last two years, is now head of the branch office.

★ ★ ★

John M. Dooley has been named sales representative in eastern Tennessee for the **National Radiator Company**. He received his degree in electrical engineering from the University of Tennessee.

★ ★ ★

James L. Whitcomb has been promoted from sales manager to general manager of the **Kelley Manufacturing Company** in Houston, Tex. Whitcomb joined the company five years ago after serving with the Army, the Retail Dry Goods Association of New York, and Eastern Air Lines. Kelley's new sales manager is **J. Keith Davis**, a former sales representative.

★ ★ ★

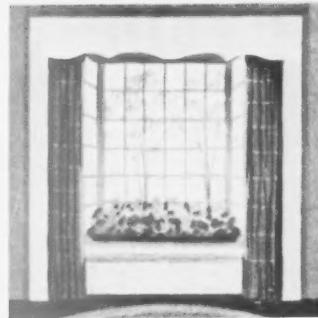
J. E. Varlie has been appointed manager of the **Celotex Corporation's** Chicago sales branch. His



A Half-High Storage Wall makes the ideal division between living and dining sections of small homes. Can be fixed or movable.



Dressing up the Foyer helps any house make a good first impression. Weldwood Paneling here adds a real luxury look.



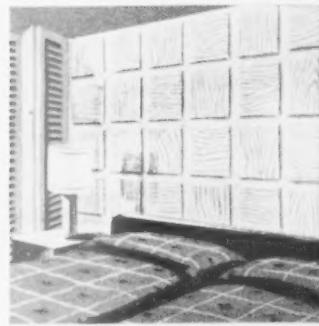
Setting off a Bay Window with Weldwood transforms it into a commanding point of interest that means a lot to any room.



A Bright Breakfast Nook can come to life as part of a large kitchen. Weldwood Paneling makes this easy to do, easy to look at.



A Playroom Ceiling of Weldtex® Squares goes up quickly and easily. Squares are cut in three sizes: 12", 16", and 24".



A Paneled Wall behind the bed brings real distinction to any bedroom. It's inexpensive, easy to do, and it sells a lot of Weldwood.

SHOW CUSTOMERS THESE

6 MORE INEXPENSIVE WAYS TO BEAUTIFY HOMES WITH WELDWOOD

More help-you-sell suggestions!

Point out to all your customers the decorative-structural advantages of Weldwood® Hardwood Plywoods. Show them how much even a little Weldwood can add to any home . . . in appeal, in comfort, in downright livability.

And it's easy to prove Weldwood's economy, even to hard-to-convince customers. Because Weldwood has structural strength as well as decorative beauty. One material does two jobs. It's permanent, too. Properly installed, Weldwood is guaranteed . . . for the life of the building.

There's a market. A big one. Waiting.

Builders will be quick to buy because Weldwood is quick to work, easy to handle on new construction. And it gives new homes that out-of-the-ordinary beauty that warms up prospective buyers.

Homeowners will want it, too. For even a little Weldwood in a remodeled room adds a lot of beauty.

Take advantage of this double-barreled opportunity. There's many a square foot of profitable Weldwood sales waiting for you. Don't let it go by.



WELDWOOD Plywood

Manufactured and distributed by

UNITED STATES PLYWOOD CORPORATION New York 18, N.Y.

and U.S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities • Distributing Units in Chief Trading Areas

new assistant is **Elmer S. Cripe**, former sales representative.

* * *

The A. M. Byers Company, wrought-iron manufacturer, has appointed **N. L. Brown** manager of the Houston, Tex., division. He formerly was a field service engineer in the St. Louis, Mo., area.

* * *

Dean D. Crandall was elected president of the **Insulation Board Institute** at the group's annual meeting in Chicago, November 16. A vice-president in charge of sales of the National Gypsum Company, Crandall succeeds **M. C. Fairfield**, of the Insulite division of the Minnesota and Ontario Paper Company. **Marland Wolf**, of the Wood Conversion Company, St. Paul, Minn., was named vice-president of the institute.

* * *

Weather Panel Sidings, Inc., manufacturers of insulating panel sidings, has announced the appointment of **Lloyd V. Salisbury** as general sales manager. He has had more than 10 years' experience in the building material industry, with such companies as Jones and Brown, Inc., and Johns-Manville.

* * *

The **Kimberly-Clark Corporation** has transferred **T. E. Hall**, a sales representative, from Kimsul insu-



Gordon Bailey now represents Kimsul insulation materials for the Kimberly-Clark Corporation in Alabama, Georgia, Florida, North and South Carolina, and southern Mississippi. Bailey is a graduate of the Atlantic Law School and served 41 months as a Naval air pilot in World War II.

lation products to Kimpak creped wadding in the territory including Missouri, Kentucky, Oklahoma, Texas, Arkansas, Louisiana, Mississippi, and parts of Illinois and Tennessee.

WOOD-WINDOW ADVERTISING AIDS

FROM THE Joint Wood Window Information Service, 38 South Dearborn Street, Chicago 3, Ill., building material dealers may now obtain a variety of radio spot announcements, direct-mail folders, outdoor billboard posters, newspaper advertising mats, and 40-second colored movie shorts for their local use.

The Joint Wood Window Promotion Program is being sponsored cooperatively by the Western Pine Association, Ponderosa Pine Woodwork, and the National Woodwork Manufacturers Association.

The advertising and promotion materials are offered at nominal cost, with or without imprint in the case of printed items.

Radio transcriptions provide a total of 24 one-minute station-break announcements and 24 15-second station-break announcements. They are recorded on two 16-inch transcriptions that are suitable for 33 RPM radio-station

use. Ample time is provided for local cut-in dealer announcement.

Two 24-sheet outdoor billboard posters are available. One shows an elderly man in front of a group of double-hung wood-window units holding a child. The other shows a little boy curled up beside a big dog on a bay-window group.

The newspaper advertisements vary from one to three columns in width and to 10 inches deep. They stress the advantages of modern wood-window units.

The direct-mail literature is attractively lithographed in two colors. It includes stuffers for No. 6 envelopes on wood casement, storm sash, combination window, and picture window units; four 5 $\frac{1}{2}$ x8 $\frac{1}{2}$ -inch folders promoting wood windows for new construction and remodeling; the basic brochure of the same size that shows the types of wood windows and lists "20 reasons why we recommend wood window units to you"; and an 8 $\frac{1}{2}$ x11-inch brochure with en-

Sees Farm Building Active Next Year

While residential, commercial and recreational construction in urban areas may decline during the next year in the face of emergency restrictions, farm building can be expected to increase throughout the country, A. Naughton Lane, president of the Producers Council, predicted last month.

"The call for greater production of foods and other farm crops, coupled with the anticipated gain in farmers' incomes, should result in the expenditure of about \$1 $\frac{1}{4}$ billion for the construction of new farm structures in 1951, a gain of 14.7 per cent over estimates for 1950," Lane said.

"An additional \$750 million probably will be spent to repair and improve existing farm homes, barns, and service buildings during the year."

"To date, no controls have been placed on farm construction, except the building of new farm homes on which mortgage loans are obtained. In view of the widespread need for improvements, it is unlikely that any drastic limitations will be put into effect unless the rearmament program assumes considerably greater proportions than are now contemplated.

"The greatest construction activity on farms probably will come in the building of storage facilities for grain, shelters for food, animals, and improvements to farm homes.

"Despite the fact that the nation's 6,000,000 farmers have spent more than \$9 billion on new homes and building improvements in the last five years, there still is a huge amount of work to be done in bringing farm buildings up to the desired standard."

velope that shows and explains "what wood windows offer you today."

Newest medium for which Wood Window Information Service offers dealers promotion material is the moving-picture theater. Available are 13 full-color movie shorts that direct local theater audiences to the sponsoring dealer for quality building materials. Each film runs for 40 seconds, and about a third of the footage is devoted to the dealer's identification. These movie trailers are available to dealers only for established theater advertising and service charges.

Silver Comet

ONE COAT ALUMINUM PRESERVATIVE

NO ASPHALT
NO COAL TAR



CROSS-SECTION OF ROOFING

INSULATES



Economically insulates by radiation. Heat-rays literally bounce off its reflective surface. Yet Silver Comet Liquid Roofing has no objectionable glare.

PRESERVES



Preserves all asphalt-type roofs by sealing in the asphalt oils, preventing drying out and cracking . . . On metal (including sheet aluminum) or composition roofs (including shingles), Silver Comet protects against corrosion and decay.

BEAUTIFIES



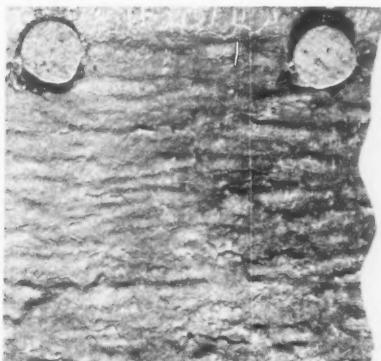
Silver Comet beautifies by hiding all signs of deterioration and corrosion under a smooth silver-like surface of subdued sheen. No objectionable glare.

LONG LASTING



Silver Comet contains no asphalt or coal-tar to crawl, harden or crack open. Its base is SCO-CO processed Cotton Seed Oil Gum (Cotton Rubber) which forms a tough, thick leather-like "skin" leaving the undercoat flexible and elastic. Because of the resulting inherent "stretch," Silver Comet withstands vibration, contraction and expansion. It gives without softening under the hot sun, or cracking when cold. IT STAYS PUT, smooth and impermeable.

Write for illustrated folder and dealer price list.



after 9 years

This close-up photograph shows an actual roof section, partly coated 9 years before. The unprotected area has deteriorated badly, but the SCO-CO treated area is still in excellent condition. THIS PRODUCT REALLY DOES A JOB!

SOUTHPORT PAINT CO., Savannah, Ga.

DECEMBER, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

CONTROLS *that* *may affect Your Business*

INVENTORY CONTROL

NPA Regulation 1—the Inventory Control order of the National Production Authority—was clarified by some official interpretations (1, 2, and 3) on November 10 because some buyers were using some provisions of Reg. 1 to cancel outstanding orders.

Issued as a result of many complaints received by NPA's Forest Products Branch, these interpretations simply say that neither buyer, seller, nor wholesaler can use the provisions to abrogate a contract. The interpretations explain that the regulation does not require cancellation of orders nor give either buyer or seller an absolute right to cancel, but gives to each the alternatives of reduction or deferral through negotiation between themselves.

NPA's second amendment to NPA Reg. 2 on November 16 added to the list for which "DO" ratings could not be used the commodity of "Wood Pulp." On November 8 NPA issued NPA Reg. 3 to provide specific methods of implementing joint priorities systems between the U. S. and Canada for the commodities listed in NPA Reg. 1.

"DO" SUPPLY RATINGS

Last month the National Production Authority issued NPA Delegations 3 and 4 to give authority to the National Advisory Committee for Aeronautics and the U. S. Coast Guard to obtain essential materials and supplies with "DO" ratings under NPA Reg. 2.

NPA Del. 2 was amended to permit use of "DO" priorities ratings for certain plants serving the Atomic Energy Commission as well as for direct AEC use. NPA Del. 1 was amended on November 1 to allow the Department of Defense to assign "DO" ratings for authorized programs of such other U. S. government agencies as NPA may designate by special direction to the Department of Defense.

METAL ALLOCATIONS

The National Production Authority in November launched the parade of metal allocations preparatory to the American defense jug-

gernaut swinging into full action.

On November 29, NPA issued NPA Orders M-11 and M-12 on copper and copper-base alloys. The stated purpose of M-11 was "to make possible maximum production of copper and copper-base by providing uniform distribution of rated orders among all producers, fabricators, jobbers, and warehousers, thereby retaining established distribution channels."

NPA Order M-12 was issued "to provide necessary supplies of copper and copper products for the defense effort, and to maintain equitable distribution among users of that part of the supply available after meeting defense requirements." The order restricts non-defense production and use of the metal products in January to 85 per cent of 1950 levels.

Tin consumption and distribution is covered by NPA Order M-8.

NPA Order M-7 applies to users of aluminum products and forms. Starting in January, users of aluminum are allowed for non-defense purposes within each calendar quarter only 65 per cent of the average quarterly use during the first six months of '50.

NPA Order M-6 came back to the subject of M-1, but applying to steel distributors. Its purpose is to assure a supply of steel to small fabricators who buy at what amounts to retail. The order requires steel producers to allot to their warehouse customers proportionate percentages of each steel product, based on averaged monthly shipments during the first nine months of 1950.

NPA Order M-4 on Construction was amended November 15 to clarify and extend the scope of the federal ban on construction for amusement, recreational, or entertainment purposes. It extends the ban to structures, such as golf courses, stadiums, swimming pools, as well as buildings. Where a building or structure is to be constructed for a number of different uses and tenants, that part of the cost apportionable to one of the prohibited construction purposes shall not exceed \$5,000 for any consecutive 12-month period.

NEW REALTY CREDIT

The Federal Reserve Board last month issued several interpretations to Credit Regulation X and also Amendment 1 to it. The amendment changed the time limit regarding "outstanding contracts and obligations," and set up this additional exemption or exception:

New construction begun before October 12, 1950. The prohibitions of this regulation shall not apply to any real-estate construction credit extended prior to May 1, 1951, with respect to new construction begun prior to October 12, 1950."

The several interpretations to Regulation X explain: painting, re-roofing and repairs as a major improvement; sale of new residence subject to pre-effective date indebtedness; allowance for labor, mixed-purpose loans; maximum maturity and short-term construction credit provisions; coverage of house trailers placed on foundation and used for residence; application to motels and tourist courts as individual structures, and modification of pre-effective date firm commitment.

CREDIT REGULATION W

On November 9 the Federal Reserve Board issued an interpretation of Regulation W, which included a summary of interpretations issued by the board before June 30, 1949, that are applicable under Regulation W as put into effect on September 18, 1950, and amended.

An FRB interpretation of Regulation W on November 14 covered "balloon notes or payments." On November 24 another interpretation defined home improvements using Group B combination units—dishwashers and sinks; repairs or improvements to hotels and motels, and "rental" transactions.

MILITARY MATTERS

Re-employment rights of inductees, enlistees, and reservists who leave jobs in private industry to perform active service in the armed forces are covered by Public Laws 572 and 599, which extend the Selective Service Act until July 9, 1951.

The Soldiers and Sailors Act of 1940, reinstated and extended by the Draft Act of 1950, protect military personnel from legal actions for the collections of debts. Some Title I and Title II financing institutions have made it a practice of requiring "co-signers" on all notes and mortgages of men within the draft ages most apt to be called into service.

the Best of the

big sticks

The rich, rain forests of Oregon yield the large and sound Douglas fir that comes to APMI mills for plywood manufacture. From the woods, "peelers" are transported to the mills by rail or truck. Only selected logs are chosen for plywood production.

Only skilled craftsmen operate the specialized machinery that creates APMI's exterior and interior type panels. And only when these panels pass dual inspection (that of the company and of the Douglas Fir Plywood Association) does APMI plywood go to market. There is a type, size and grade of APMI plywood for every building need. Each panel is identified by a trademark and by the company trademark—your double guarantee of quality.



ASSOCIATED PLYWOOD MILLS, INC.

General Offices: Eugene, Oregon

APMI MILLS: Eugene and Willamina, Oregon.

APMI SALES WAREHOUSES: Eugene and Willamina, Oregon; San Francisco; Dallas; St. Louis.

APMI SALES OFFICES: 519 Johnston Building, Charlotte, North Carolina; 31 State Street, Boston, Massachusetts.

...become

Associated Plywood

LUMBER OUTLOOK

BIGGEST story of 1950, as far as the lumber industry is concerned is the amazing record of 1.3 million new non-farm homes undertaken during the year. This will be an all-time record, topping the 1949 peak by about 300,000 units.

In November, however, the stricter credit terms on new construction—along with curbing M-4 and other factors—started residential building activity down to a new plateau of about 800,000 units a year. That quantity will still be “better than average” activity and, according to some economists, will meet the “practical requirements” for new housing.

Commercial, industrial, and public building expanded during November to offset partially the decline in homebuilding, with the result that total construction activity was at a record level for the season of the year. Value of all types of new construction put into place during the month totaled more than \$2.5 billion—off 8 per cent from October, but 23 per cent greater than for November '49.

The Bureau of Labor Statistics reported 103,000 new permanent non-farm dwelling units started during October. This was a drop of 10 per cent from the September level, but almost equal to the 104,300 units begun during October '49 when housing activity was at peak for that year.

DOUGLAS FIR mills in October topped the billion-foot production mark for the third consecutive month to break all existing records.

The third quarterly report of the Lumber Survey Committee showed that production of lumber in 1950's third quarter set a new record, with the total output of 11,005 million board feet exceeding the production for all previous recorded quarters. Average prices of lumber increased each month.

However, Chairman R. A. Colgan, Jr., pointed out that restrictions on housing credit and a general feeling of uncertainty caused a reversal of the upward trend in October, so that prices of some grades and species declined abruptly.

This price decline was reflected

in the BLS wholesale price index for building materials. The overall index dropped from 219.7 in September to an even 219 in October. A slide in the lumber price index from 371.5 in September to 359.3 in October was largely responsible, as some other items rose during the month.

THE SAG IN LUMBER prices was reflected more strongly in the Government Lumber Auction in Atlanta, Ga., November 20-22. With 150 companies bidding on the purchase of 20,000,000 feet of varied grades and species, the bidders opined that the prices were from “low to satisfactory.” No. 2 pine 2x4's generally moved at \$69-\$70 for delivery at military bases, etc., during January and February.

The November NRLDA survey of retail lumber stocks and sales is expected to show quite a drop in yard inventories due to depressing circumstances. The excuse of some distributors of canceling orders due to restrictions by NPA Reg. 1 (Inventory Control) has been removed by NPA interpretation. (See CONTROLS, page 42)

THE NATIONAL Retail Lumber Dealers Association has endorsed the petition of the West Coast Lumbermen's Association to the Interstate Commerce Commission to determine whether the Southern Pacific Railway is giving adequate service to northern California and Oregon lumber shippers.

WCLA contends that “a grave menace to national safety and security is seen as a result of the shortage of freight cars which in the event of total war could reach calamitous proportions.” The group points out that they have exhausted all reasonable possibilities of obtaining relief after protracted negotiations with railroad officials before appealing to ICC as a last resort.

THE NATION'S 26,000 retail lumber and building material dealers have enough yard capacity to store more than a full year's production of lumber in case stockpiling becomes desirable. H. R. Northup, executive vice-president of the National Retail Lumber

Dealers Association, reported December 9. He explained that a comprehensive survey made by NRLDA at the request of federal agencies revealed that “retail dealers can accommodate a total of 70 billion board feet in their yards and in other adjacent space.”

IN FACE of the limitation on aluminum use for non-defense purposes and anticipated increases in military requirements, the Reynolds Metals Company will bring into production 200 million pounds of increased aluminum capacity by 1952. Vice-President David P. Reynolds asserted in a recent radio network broadcast.

NLMA Elects Wagner and Plans Research

An outstanding West Coast lumberman, Corydon Wagner, will head the National Lumber Manufacturers Association in 1951. He was elected president at the association's annual convention at the Shamrock Hotel in Houston, Tex., November 13-16.

Wagner, who has spent his entire career in the lumber business, is vice-president and treasurer of the St. Paul and Tacoma Lumber Company in Tacoma, Wash. A former president of the West Coast Lumbermen's Association and of the American Forest Products Industries, Inc., he has served NLMA as a regional vice-president and as first vice-president.

A new position, chairmanship of the board, was created by the directors for retiring president, H. M. Seaman, of Houston.

The board of directors also set up an Advisory Policy Committee, consisting of the chairman, president, first vice-president, and all past-presidents of NLMA.

Hereafter, each retiring association president will become chairman of the board for one year and subsequently be chairman of the Advisory Policy Committee. Past-President A. J. Glassow, who served prior to Seaman, heads the committee for 1951.

During business sessions, the board approved the NLMA Forest Conservation Committee's recommendation that the association start research on “Improvement of Fire Resistance of Lumber and Lumber Assemblies.” The association went on record as favoring limitation of government research in the housing field on projects that aren't handled by facilities available to private industry.

Get into the Great Growing Market for Silicone Water Repellents-

OFFICE CORRESPONDENCE
ELGIN-BUTLER BRICK CO. AUSTIN, TEXAS
September 23, 1950
To All Distributors and Branch Offices
SUGGESTION
Crystal Silicone Waterproofing

Gentlemen:
CRYSTAL, we have made arrangements to handle and distribute
Company of Saint Louis, Missouri, "CRYSTAL" made by the Wurdack Chemical
For several years we have been endeavoring to locate or develop
a water repellent that would remedy leakage in various types
of masonry walls and we are of the opinion that this material
is the best and only one thus far developed and available on
the market

We base this purely and only on first hand experiments which
we have made ourselves and have found that the material will
do, at least, everything that is claimed for it.

This is not just another of the numerous waterproofings which
are placed on the market from time to time

. we feel that wherever leaky walls are a problem and
particularly where they occur in walls where brick and tile
are used, that we do have a certain responsibility to ready these
extents that we should come up with this material and with this
thought in mind, we feel that since we have found a material
which will work that it should properly be handled by people
in the brick and tile business.

Very truly yours,
Mike & Butler
ELGIN-BUTLER COMPANY

**READ WHAT
ARCHITECTURAL
RECORD MAGAZINE
(MARCH 1950) HAS TO
SAY ABOUT SILICONES**

"...one of the promising
applications for silicones is
a water repellent treatment
for masonry...the extreme
durability of these materials
under all sorts of adverse
exposure conditions make
them attractive for building
applications."

CRYSTAL is the original (PAT. APPL'D. FOR) silicone water repellent

Wurdack Chemical Company, pioneers in the manufacture of silicone products, is the originator and developer of the first long effective invisible silicone masonry water repellent. CRYSTAL was developed the early part of 1946 and, after highly successful accelerated weather tests equalling 10 years exterior exposure was first marketed in 1947.

WURDACK CHEMICAL COMPANY
4980 FYLER AVENUE • ST. LOUIS 9, MISSOURI

**CRYSTAL IS ESPECIALLY
EFFECTIVE ON CONCRETE BLOCKS**
Photo (from Architectural Record Magazine)
of a CRYSTAL treated exterior wall taken
following a rain two years after one coat
of CRYSTAL was applied on light section.



**LET US
SEND YOU
PROOF**

WURDACK CHEMICAL CO.
4980 FYLER AVENUE • ST. LOUIS 9, MISSOURI
Mail me a copy of your independent laboratory report
on CRYSTAL — also complete information on CRYSTAL.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

Armstrong Sponsors Wholesaler Seminars

Wholesalers' problems in relation to promotion, advertising, and selling aids were discussed at a Wholesale Salesman Seminar sponsored by the Armstrong Cork Company building materials division at Lancaster, Pa., November 6-10.

Two previous seminars were held, and the final one began December 4. The program included a tour of the company's home offices in Lancaster and the fiberboard plant at Macon, Ga.

Southern and Southwestern wholesalers participating included Richard J. Schilling, Hannigan and Crawford, Inc., St. Louis, Mo.; Thomas J. Saunders, Binswanger and Co., Richmond, Va.; Tony Pappas, U. S. Mengel Plywoods, Inc., Tampa, Fla.

John Mitchell, U. S. Mengel Plywoods, Inc., Dallas, Tex.; Warren S. Williams, U. S. Mengel Plywoods, Inc., Kansas City, Kan.; Frederick Kilpper, Jr., U. S. Mengel Plywoods, Memphis, Tenn.; E. W. Midette, Jr., William M. Bird and Co., Charleston, S. C.

Among The Wholesalers

COLUMBIA, S. C.: A charter has been granted Carolina Industries to distribute building materials wholesale. William S. Durham is president.

CHARLOTTE, N. C.: Alfred J. Eaton is now lamp sales supervisor for the Westinghouse Electric Supply Company in the Carolinas district. Eaton has been with Westinghouse 27 years.

MERIDIAN, MISS.: Following the recent death of Oscar Patton Phillips, wholesaler of lumber and cross-ties here, his daughter, Helen, announced that she will continue to operate the firm as nearly as possible as he had managed it. She had assisted him for four years.

HOUSTON, TEX.: Samuel Lee has changed the name of his wallpaper company from the Bute-Lee Company to the Samuel Lee Company, Inc. Lee also has added a complete interior decorator service at popular budget prices.

HOUSTON, TEX.: Roba C. Hall, wife of lumber wholesaler Ed E. Hall, has published a book of her poems, "Leisure-Time Lyrics." Mrs. Hall, who first started writing the poems for a church paper she edited, was finally persuaded to publish them.



Wholesalers See Military Procurement As an Aid in Volume Stabilization

SOUTHERN wholesalers are not too pessimistic over 1951 prospects for business as they face new responsibilities in military procurement and under the Defense Act of 1950, the round-table discussion revealed at the fall meeting of the Southern section of the National Plywood Distributors Association in Miami Beach, Fla., November 11-13.

The Monday morning business session was called to order by W. W. Logan, of Tampa, Fla., president of the National Plywood Distributors Association. His opening address was followed by a summary of industry problems by Managing Director B. E. Babbitt.

Babbitt's talk covered wholesale distributors under the Defense Act of 1950, the role of the wholesale distributor in military procurement, and contract negotiation.

Babbitt urged the wholesalers to put military procurement at the top of their service list for 1951.

The "Business Outlook" was handled as a "round table" discussion. Members present from such widely-scattered areas as the Pacific Coast, the Mid-South, and the Northeast, took part.

The general viewpoint was an expected drop in material sales for home construction of about 3 per cent, but several members expressed the belief that orders from industry and for military purposes would make up any volume lost from housing demands. The thought was also expressed that "public demand" for more housing might alter federal-agency thinking regarding housing needs.

Here are highlights of the "Business Outlook" discussion:

George Vorhees, Jackson, Miss.: "My firm looks for good business, so we are planning our warehouse stock on that theory. You know one can't do business out of an empty wagon."

Howard Sykes, Atlanta, Ga., looks for "better business."

William Gooline, Baltimore, Md.,

also looks for better business, and said his organization is "working harder" with that end in view.

Marcy Elsom, New York City, sees a trend in his area to better-type houses. He thinks the demand for "make-shift" housing has been satisfied, and that buyers now want homes instead of mere shelters.

Arthur Lundgron, Tacoma, Wash., declared that the expressions of optimism seemed to be mostly from the eastern states—due probably to the fact that year-round housing construction was more possible in that area than in his section.

William Bach, Los Angeles, Calif., stated that the government has bought plywood in quantity directly from the mills. For that reason, he recommends large-scale warehousing of plywood, so that distributors can assure themselves of a sufficiency for their own needs, in spite of a possible drop in housing demand up to 25 per cent by January.

Mike Davidson, Houston, Tex., foresees higher earnings, and, therefore, expects a steady demand for housing.

C. McCourt, Memphis, Tenn., said that he accepted the optimistic views expressed by other speakers. However, he found that housing business in the Memphis area did not look too good, but he believes that various factors may be at work to correct the situation.

The afternoon session brought the election of a new director for the Southern section of NPDA. Edward Crawford, of Miami, Fla., was elected to succeed Louis Riecke, of New Orleans, La.

In a newspaper interview before the opening of the convention, President Logan emphasized the increasing uses that were being found for plywood—particularly for industrial purposes.

Nearly 100 plywood distributors from coast to coast were reported in attendance at the convention by Managing Director Babbitt.



- Out of the new plant of The Asbestos Company of Texas roll hundreds of carloads of Mustang Asbestos Siding bound for yards of smart building materials merchants who want to sell the finest fire-safe sidewall beauty. You'll make a good profit on Mustang because it's a superior asbestos sidewall.

Why Mustang Is Superior

Mustang siding is superior because it is made in one of the nation's most modern plants by those who have the know-how and the experience. Gleaming white and textured to simulate weathered wood, Mustang Asbestos Siding makes friends wherever it is used.

A Strong Dealer Advertising Campaign for You

Behind this premium asbestos siding is the Mustang cooperative dealer advertising campaign. Hard-selling newspaper ads, radio scripts, metal dealer identification signs and job signs, truck signs, direct mail ideas — all are part of the Mustang dealer merchandising campaign.

Write today for dealer price list and full information about MUSTANG ASBESTOS SHINGLES

- Dealers Say:*
- MUSTANGS sell because they attract the eye.
 - MUSTANG colors don't fade.
 - MUSTANGS are more uniform in size, thickness, color.
 - MUSTANGS cut better.
 - MUSTANGS are tough, resist breakage.

The ASBESTOS COMPANY of Texas
ASBESTOS BUILDING MATERIALS

P. O. BOX 1082 HOUSTON 1, TEXAS



ASSOCIATION ACTIVITIES

MAKE CONVENTION RESERVATIONS NOW

ASSOCIATION conventions will be more important in 1951 than they have been in at least five years because of the likely return of a mild buyers' market and the impact of defense controls by Uncle Sam. At the same time, hotel and travel accommodations will be rather difficult, if not scarce. It all adds up to the necessity of the smart dealer making his hotel reservations and travel plans weeks ahead.

The convention schedule for Southern and Southwestern associations follows:

KENTUCKY Retail Lumber Dealers Association, January 15-17, Brown Hotel, Louisville. Exhibits.

SOUTHWESTERN Lumbermen's Association, January 24-26, Municipal Auditorium, Kansas City, Mo. Exhibits.

MIDDLE ATLANTIC Lumbermen's Association, February 7-9, Chalfonte-Haddon Hall, Atlantic City, N.J. Exhibits.

VIRGINIA Building Material Association, February 15-16, Hotel John Marshall, Richmond. Exhibits.

WEST VIRGINIA Lumber and Builders Supply Association, March 9-10, Daniel Boone Hotel, Charleston. Exhibits.

LOUISIANA Building Material Dealers Association, March 14-15, Jung Hotel, New Orleans. Exhibits.

CAROLINA Lumber and Building Supply Association, March 20-22, Municipal Auditorium, Asheville. Exhibits.

TENNESSEE Building Material Association, March 25-27, Municipal Auditorium, Chattanooga. Exhibits.

GEORGIA Building Material Merchants. To meet with Tennessee association at Municipal Auditorium, Chattanooga, March 25-27. Exhibits.

MISSISSIPPI Retail Lumber

Georgians to Join Tennesseans for Annual Dealer Convention in Chattanooga

AT THE FALL meeting of the board of directors of the Building Material Merchants of Georgia in Atlanta on November 9, the group voted unanimously to accept the invitation of the Tennessee Building Material Association to join in that organization's annual convention in 1951.

Ferguson Urges Missouri Dealers to Merchandise

Gates Ferguson, advertising manager of the Celotex Corporation, Chicago, Ill., was the principal speaker at the 33rd annual meeting of the Northwest Missouri Lumber Dealers Association at the Hotel Robidoux in St. Joseph on November 2.

He urged the some 300 men to "stop being dealers and become merchants." He explained that competition, particularly from mail-order houses, is showing the lack of aggressiveness on the part of lumbermen.

In fact, he said, "65 per cent of your members have branched off into paints, insulation, interior finishings. Building material merchants is a more suitable title for your function."

An exhibition of square dancing, followed by dealer participation in the old-fashioned fun, climaxed the evening banquet.

Mound City's Herb Richardson, president of the district group, presided at the business and social sessions.

Dealers Association, April 5-6, Buena Vista Hotel, Biloxi. Exhibits.

FLORIDA Lumber and Millwork Association, April 18-20, Sheraton-Plaza Hotel, Daytona Beach, Fla.

TEXAS Lumbermen's Association, April 22-24, Municipal Pier, Galveston. Exhibits.

The convention will be held at the Municipal Auditorium in Chattanooga, Tenn., March 25-27.

According to R. O. Brownlee, secretary-manager of the Tennessee Building Material Association, an array of outstanding speakers will be lined up for the program. Results of the annual Cost of Doing Business survey among Tennessee dealers will be reported by a University of Tennessee accountant.

Joseph G. Rowell, counselor of the Building Material Merchants of Georgia, anticipates more than 100 Georgia dealers attending the Tennessee convention. It will feature exhibits of building materials and services by national manufacturers and regional distributors.

The Georgia board members heard a report by Oertell Collins, of Savannah, their national dealer director, on the annual meeting of the National Retail Lumber Dealers Association in Houston in October.

A round-table discussion of business conditions revealed that the dealers had a drop in business of from 25 to 75 per cent in October as compared with September.

The Georgians voted to hold their next regular board meeting in Albany as the guests of the Southwest Georgia dealers.

Squires at Helm

George H. Squires, of Springfield, was elected president of the Southwest Missouri Lumbermen's Association at the annual meeting in Springfield on November 9. He succeeded R. P. Stiefvater.

Other new officers of the group are Bob Braboy, of Lebanon, vice-president, and Kenneth L. Bowser, of Springfield, secretary-treasurer.

The directors include J. M. Guthrie, Verona; Warren B.

1000 LAWRENCE BOULEVARD
NORTH HILLSWOOD, CALIFORNIA
PHONE: 222-1711

September 12, 1950

How KIMSUL* window display increases dealer profits!

Kimberly-Clark Corp.
Neenah, Wisconsin

Gentlemen:

We have been a Kimsul dealer for approximately ten years and are proud to recommend it to our customers. We like to sell Kimsul because of its proven quality for a maximum in insulation value, plus its exclusive characteristics — cleanliness of material, handy compressed package, and many-layer stitched construction. We highly recommend and sell both Regular and Reflective types of Kimsul.

Kimsul offers us a well-advertised quality product, saves us warehouse space, gives us a handy, attractive compressed package for merchandising display purposes, and is a very profitable item to sell.

Very truly yours,
BLANCHARD LUMBER COMPANY

C. L. Blanchard
C. L. Blanchard

CLS/ed



Attractive window displays, like the one illustrated here, have proven to be excellent merchandisers of KIMSUL* insulation. In the small, neat package form, or with the eye-catching blanket expanded, Reflective KIMSUL offers dealers their first opportunity to plan a truly effective insulation display.

But most important, KIMSUL is an insulation that provides real satisfaction after the sale has been made. Its many-layer stitched blanket construction assures uniform coverage over every inch of covered area. Can't sag or settle to leave money-wasting thick spots, heat-leaking thin spots. It offers high thermal efficiency ("K" factor 0.27), plus resistance against fire, vermin and mold. KIMSUL is easy to install, too—in either Regular or Reflective

type. And its compressibility feature saves dealers 80% on storage space—makes your customer's handling problem an easy one.

For further information, write to:

Building Products Division
KIMBERLY-CLARK CORPORATION
Neenah, Wisconsin

Now 2 types of KIMSUL insulation

— Regular and Reflective

(Red Roll)

(Gray Roll)



Ryder, Joplin; Joe M. Robinson, Lebanon; Lee Scott, Rogers, Ark.; Bill LeCompte, Cassville, and Harry R. Lovan, Willow Springs.

Louisiana District Meetings Popular

Early last month the Louisiana Building Material Dealers Association conducted a series of district meetings in Alexandria, Monroe, Shreveport, Lake Charles, Lafayette, and New Orleans.

According to T. H. Harrel, association president and co-owner of Harrel Builders Supply Company, these group meetings were well attended. Harrel met many dealers whom he had not seen before at state meetings.

The short sessions featured a talk by R. Needham Ball, executive vice-president of the association; a movie on material-handling equipment used in lumber yards, and the introduction of a new Building Products Data Book.

Orders were taken for this data book, which was prepared by manufacturers and retailers from throughout the nation. It contains space for product information, catalog sheets, and the dealer's own price list.

Kansans Elect Humburg

Glen Humburg, of La Crosse, was chosen at a recent meeting to head the Kansas Lumbermen's Association for the coming year.

His fellow officers include Floyd Nichel, Beloit, first vice-president; Robert Nutty, Jewell, second vice-president, and M. L. Doner, Salina, secretary.

The group at this session officially took the name of Kansas Lumbermen's Association, to replace the former Central Kansas Lumbermen's Association. The "Central" was dropped because the group includes members from throughout the state.

Vaughn Heads Missourians

Wess J. Vaughn, of Clinton, is the new president of the Central Missouri Association of Retail Lumber Dealers. Elected with him at the annual meeting in Jefferson City on October 26 were Lester Birdsong, Osceola, vice-president; John Scruggs, Jefferson City, secretary, and R. M. Johns, Sedalia, treasurer.

Tennesseeans Discuss New Federal Controls

At a series of district meetings held during late October and into November, members of the Tennessee Building Material Association explored the application of new federal controls of industry and construction arising from the Defense Act of 1950.

Among the controls discussed were credit Regulations X and W on new residential construction and repairs; NPA Order M-4 restricting new construction for amusement or recreational purposes, and the new interpretations of "retailers" released by the administrator of the Wage-Hour Law.

Entering into the discussion were President T. O. Lashlee, of Humboldt; Secretary-Manager R. O. Brownlee, of Knoxville, and the district association directors.

Such meetings were held in Johnson City, Chattanooga, Knoxville, Athens, Jackson, Memphis, and Nashville.

Middle Atlantic Meet

The Middle Atlantic Lumbermen's Association has announced February 7-9, 1951, as the time for their 59th annual exhibit-convention. The dealers will meet at the Chalfonte-Haddon Hall Hotel in Atlantic City.

Texas Dealers Named to Four Committees

The president of the Lumbermen's Association of Texas, John R. Armstrong, of Amarillo, has announced the following appointments to standing LAT committees:

Membership Committee: W. B. Milstead, Houston, and John Armstrong, San Angelo, co-chairmen; Paul McHargue, Midland; Warren F. Keys, Marshall; W. B. Oldham, Dallas; A. B. Cover, Seguin; Horace Cox, San Antonio, and all members board of directors.

Nominations Committee: W. B. Henderson, Fort Worth, chairman; W. B. Oldham, Dallas; Paul Brown, Sweetwater; Forrest Dinn, San Antonio; Carroll Delhomme, Houston; Gene Klein, Amarillo, and Bruce Cunningham, Texarkana.

Legislative Committee: Roy Gaither, Waco, chairman; G. H. Zimmerman, Waco; R. E. Rawls, Austin; Harvey Richards, New

Braunfels; Horace Cox, San Antonio; Ed Taylor, Houston; Ralph Campbell, Fort Worth; John Armstrong, San Angelo; Warren F. Keys, Marshall, and A. S. Durham, Conroe.

Resolutions Committee: Warren F. Keys, Marshall, chairman; H. L. Stokely, Brownsville; Roy Gaither, Waco, and W. B. Carsow, Austin.

Georgia Dealers Join State Association

Seven new members of the Building Material Merchants of Georgia were announced at the November 9 meeting of the board of directors in Atlanta.

New members from Athens are Bonnie B. Meyer, Farmers Hardware and Supply Company, and J. B. Tanner, Tanner Lumber Company.

Other Georgia communities are represented by:

Blue Ridge: Charles W. Kiker, Jr., Blue Ridge Lumber Company.

Gray: Gray Lumber and Supply Company.

Monticello: J. P. Pope, Jasper County Lumber Company.

Union City: Ed M. Green Company.

Atlanta: Robert M. Davis, Lakewood Lumber Company.

Cudlipp Heads Texans

Al E. Cudlipp, well known Lufkin, Tex., lumberman, was elected president of the Texas Manufacturers Association at its recent annual meeting.

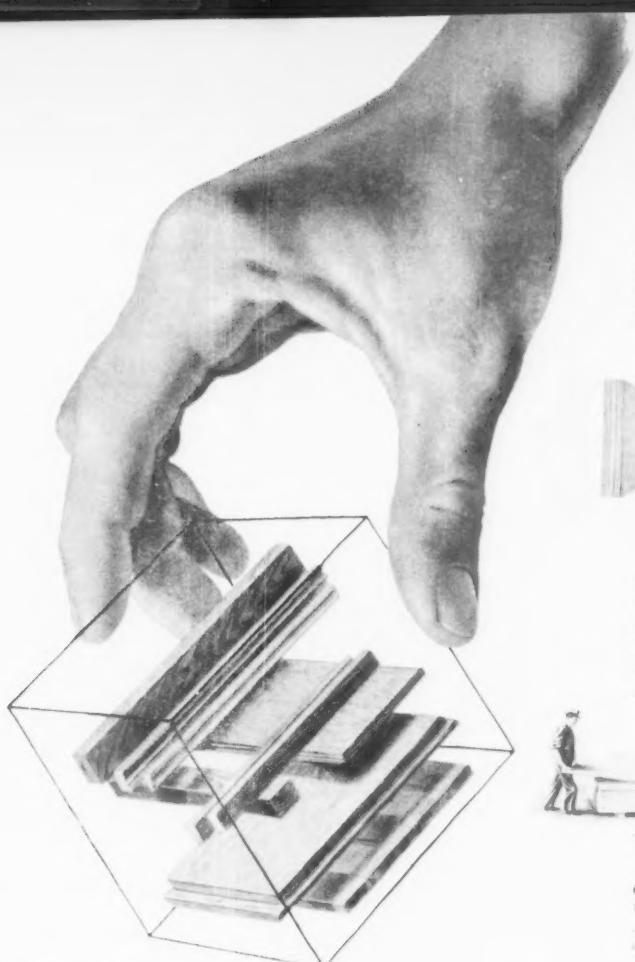
As secretary-treasurer of the Texas Lumber Manufacturers Association, he has sent out many bulletins that reflect his insight in industrial affairs and his keen interest in the progress of the lumber industry.

Houston Dealers Hear of Two-Party Merits

Thomas F. Millane, president of the Wright Rubber Tile Company, Houston, spoke on "The Advantages of the Two-Party System" at the monthly dinner meeting of the Houston Retail Lumber Dealers Association on November 14.

Millane, who was prominent in Wisconsin politics before moving his plant to Houston last year, urged his listeners to think independently and vote accordingly.

Also on the program was a sound-and-color film, "Southwest Conference Football Highlights."



GEORGIA—PACIFIC'S "new dimension" spells profits for you

Georgia-Pacific, one of the nation's largest producers of plywood, lumber and doors, is geared to help you buy and sell more efficiently, more profitably... brings you such profit-making special products as these:



GPX Plastic-faced Plywood—GPX is revolutionizing many industrial and construction applications. GPX is hard, rigid, tough, satin-smooth and durable... yet it retains the natural warm beauty and easy workability of wood. Available in four grades: 1) GPX Concrete Form, 2) GPX Painting Grade, White (interior), 3) GPX Painting Grade, Brown (exterior), 4) GPX General Use (natural finish).

G-P Scarfed Panels—Literally "a new dimension" in plywood, these giant-sized Scarfed Panels come in lengths of 12', 14', 16' and up, and have been made as large as 10' x 72'. They are saving time and labor in many applications.



G-P Crownply—Crownply, the superior decorative hardwood plywood is sanded two sides with faces matched for color, $\frac{1}{8}$ " to $\frac{3}{8}$ " thick. Made with either urea or phenolic resin binders in Gum, Walnut, Tupelo, Poplar, Birch, Maple, Oak, and Exotic Woods.

G-P Plysheet—Plysheet, the processed Southern hardwood plywood, is virtually warp-free! Strong and durable... takes nails at edges... perfect for all sheathing, roof-decking, sub-flooring, and as a general utility panel.

G-P Panel and Flush Doors—All standard patterns in top quality panel and flush doors. Call your nearest Georgia-Pacific office or wholesale warehouse for prices and specific information.

Send for 20-page booklet, "A New Dimension", which describes Georgia-Pacific's time-saving, cost-saving services. Write Georgia-Pacific Plywood & Lumber Co., 1213 Southern Finance Bldg., Augusta, Georgia.



GEORGIA—PACIFIC...
PLYWOOD & LUMBER CO.

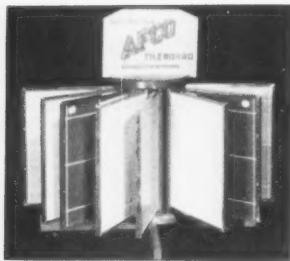
*Douglas Fir Plywood
GPX Plastic-faced Plywood
Crownply Hardwood Decorative Plywood
Plysheet Hardwood Warp-free Plywood
Giant-sized Scarfed Panels
Panel and Flush Doors
Cypress and Redwood Lumber
Western Fir and Pine Lumber
Southern Pine Lumber
Western and Southern Mouldings
Southern and Appalachian Hardwoods
Residential and Factory Flooring
Treated Lumber and Timbers*

Home Office: 1213 Southern Finance Bldg., Augusta, Ga.

OFFICES AUGUSTA • CHICAGO • NEWARK • OLYMPIA • PORTLAND

WHOLESALE DISTRIBUTION WAREHOUSES
BIRMINGHAM • BOSTON • CHICAGO • COLUMBIA
LOUISVILLE • MEMPHIS • NASHVILLE • NEWARK
PHILADELPHIA • RALEIGH • RICHMOND • SAVANNAH

PRODUCT PARADE



226—Tileboard Display

The A and F Tileboard Company, Box 4085, Alexandria, La., offers an attractive rack that holds actual samples of AFCO tileboard to help prospects visualize how it will look in kitchens, bathrooms, and other places.

The eight samples can be turned in the rack for better view of any pattern. The customer can feel the baked-in plastic finish.

This colorful tileboard display occupies little counter or window space. It can easily be carried for demonstrations in homes or at building projects.



227—Home Appliances

The Electric Appliance Division of the Westinghouse Electric Corporation, Mansfield, Ohio, announces new features in the 1951 lines of ranges, refrigerators, and water heaters.

French frying and jelly-making are

simplified by a new two-level speed cooker on the electric ranges. This deep-well cooker also converts to a surface unit. Other features include a completely sealed oven with removable bottom tray, color glance rotary controls, super-speed corox surface unit that gets hot in 30 seconds, smokeless broiler grid, and streamlined trim. A completely automatic range has been added to the low-price group.

The '51 refrigerators have new interior and exterior styling. Three models will automatically and economically defrost themselves. Three models have full-width freeze chests. Other selling features on various models are door shelves, removable plastic egg-keepers for the door, meat-keeper that holds 16 pounds of meat, butter-keeper that keeps butter at spreading consistency.

A new water heater has element ratings that can be changed to any required wattage between 600 and 3,000 watts by shifting wiring connections. This enables dealers to meet a wide range of needs without carrying heavy stocks.



228—New Plywood Family

Anacortes Veneer, Inc., Anacortes, Wash., a worker-owned corporation, announces Armorbond interior and exterior plywoods in extra-long panels. Thicknesses include $\frac{1}{4}$, $\frac{3}{8}$, $\frac{1}{2}$, $\frac{5}{8}$, and $\frac{3}{4}$ of an inch. Widths are four and five feet. Long lengths are 12, 14, and 16 feet and longer on special order.

The long-length plywoods are made with completely waterproof ad-

hesives. Special inner-ply construction with solid core veneer increases durability. Buyers have a choice of face and back veneers.

Armorond, a new plastic-surfaced plywood will be in full production soon. Armorbord, a new hardboard material, will be in production by spring. (The name "Armorbond" previously identified all the company's plywood products.)



229—Power Digger

Sherman Products, Inc., 3200 W. 14 Mile Road, Royal Oak, Mich., announces a new type of earth-handling machine to fill the gap between expensive hand labor and costly excavating equipment.

This lightweight power digger works behind a tractor. Its hydraulic pump, independently mounted, operates from the power take-off shaft of the tractor.

This digger has a below-ground



For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

| | | | |
|-------|-------|-------|-------|
| 226 | 227 | 228 | 229 |
| 230 | 231 | 232 | 233 |
| 234 | 235 | 236 | 237 |
| B-396 | B-397 | B-398 | B-399 |
| B-400 | B-401 | B-402 | B-403 |
| B-404 | B-405 | B-406 | B-407 |
| B-408 | B-409 | B-410 | |

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

NAME _____

POSITION _____

FIRM _____

MAIL ADDRESS _____

for

LONG TIME ECONOMY IN
SEWAGE AND WASTE DISPOSAL

HERE



USE
DEPENDABLE
ALL-PURPOSE
CLAY PIPE



BECAUSE
IT NEVER
WEARS OUT

CONSOLIDATE YOUR ORDERS WITH OCONEE

Vitrified Clay Pipe — Salt Glazed Fittings — Refractory Flue Lining —
Face Brick — Drain Tile — Burned Clay Specialties. GO ALL THE WAY
WITH OCONEE CLAY.

Ask for prices and delivery schedules. You profit when you tie to
OCONEE's quality and service.

OCONEE CLAY PRODUCTS COMPANY
MILLEDGEVILLE GEORGIA



Write for our attractive booklet

"After 40 Years"

Fully illustrated — A full line of OCONEE
Clay Products.

CLAY PIPE

surface reach of 3 feet and a 10-foot digging reach behind the tractor with a 140-degree swinging arc. The bucket can be raised high enough to load any standard-size dump truck. This digger can be used for excavating trenches, basements, footings, culverts, drains; for loading operations; for moving rocks, and for underground utility repair work.



230—Adjustable Hinges



The Stanley Works, New Britain, Conn., has added to its hardware line two new adjustable hinges for screen doors.

Moderately priced, the hinges feature a tension spring that easily adjusts to regulate speed of door closing. They are made of wrought steel, and are furnished in Jappanned or plated finishes. Model No. 2152 is designed for half-surface installation, and No. 2154 is for full surface.

Mounted samples are supplied at the cost of the hinges only for display purposes.



231—1951 Hotpoint Line

Hotpoint, Inc., 5600 West Taylor Street, Chicago 44, Ill., announces improved electric kitchen and laundry appliances.

The new Hotpoint clothes dryer, Model LD-3, is claimed to be the first that eliminates discharge of moisture into the room. Air heated by passing over electric units later flows through a fine jet spray of cold water that condenses the warm water vapor and washes out the lint. The lint and moisture are pumped from the appliance through a rubber hose to the nearest sink or drain outlet. Two dials control automatic time and heat selections.

Two new home freezers have 15- and 30-cubic-foot capacities. Both have compartments for freezing foods without disturbing foods already frozen. Other sizes have 8- and 11-cubic-foot capacities.

Two additions to the refrigerator line have frozen food compartments across the top, defrost indicators, door shelves, and conditioners to keep butter at spreading consistency.

A new garbage disposal unit can be connected to existing plumbing to reduce installation costs about 20 per cent. Its capacity is two quarts.

Pushbutton control types with larger ovens, new time measurer, double oven, chromium grids on broiler pans are among the new features on Hotpoint ranges. Eight new models have been added to the range line.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 52

B-396. Matching face patterns for **metal moldings** to go with Prestile plastic-finish tileboard give a smart, professional touch. Available in five shapes, PresTrim is made of heavy-gauge, polished aluminum. Wide nailing flanges and continuous nailing groove assure neat, easy installation.

B-397. Crane's new **automatic garage-door operator** is designed to open and close the door either by remote control from the car or by direct contact from the garage. The unit also controls driveway and garage lights. Door locks automatically when closed. Maximum door sizes range from 9 feet wide by 7 feet high for single doors, and 16 feet wide by eight feet high for double ones.

B-398. Superior's Model "C" Heatform **fireplace form** is designed for building corner fireplaces. Like other Heatform units, it circulates warm air throughout the room. Two cool air inlets, one on each side, and three warm outlets—one on each side at top and one through the top of the curved mantel shelf—assure proper heat circulation and maximum benefit from fuel. An outlet grille can be placed either above the fireplace opening or in the top of the curved mantel. Model "C" is made in several sizes.

B-399. Rigid corrugated steel stakes are being re-used indefinitely for **concrete form work**. They are formed and pointed for easy driving through gravel or hard formations preventing use of wood stakes. Pre-drilled nail holes allow ready attachment of horizontal formers. Five stake sizes are available.

B-400. Weldwood **fire doors** are now made as large as 4-by-7 feet with a 10-by-10-inch light opening. They can be used in any size door frame. Approved by Underwriters Laboratories, they have an incombustible mineral core and come with a wide variety of face veneers.

B-401. Gardex **garden tools** are now available in a special Christmas gift set, designed to stimulate holiday season sales. Three different sets of "Midget" garden hand implements retail from \$2.10 to \$3.55. An economy-priced refill package of "Midget" garden tools for the Gardex tool self-service merchandiser is also available. It contains 64 tools in quantities based on popularity of each kind.

B-402. The improved Vitroliner **chimney rain cap** is welded to the housing top, forming one unit. Pleasing to the eye, it acts as both wind baffle and rain cap.

B-403. Sylvania DeLuxe Warm-tone and Cool White **fluorescent lamps** are now available in all stand-

ard wattages and sizes and in special Slimline sizes. DeLuxe Warmtone brightens reds and yellows, deepens tones of blues and greens. The DeLuxe Cool lamp was made to provide psychologically a cool atmosphere in kitchens and other work areas.

B-404. Six driver-led **electric stackers** have been added to Automatic's Transporter "101" line of material-handling equipment. Three have a 2,000-pound capacity of 48-inch loads. Model SCLT is a tilting and telescopic unit; SCL, a non-telescopic unit; and SCX has neither tilt nor telescopic lift. A similar trio is rated for loads 48 inches long, weighing up to 2,500 pounds.

B-405. The 1951 line of Totrust enamel, a **rust-inhibiting enamel**, includes 30 colors to match many original colors of equipment. The colors are also used to identify pipes and machinery parts for safety.

B-406. A new Midget **screen ventilator**, designed to permit greater transmission of air into building walls, is made in five sizes from one to four inches in diameter. It does not require louvered deflectors, permitting greater ventilating area. The "L D" series of Midget louvers is installed simply by drilling a hole and tapping the ventilator into place.

B-407. In tests conducted by the American Zinc Institute, results showed that wire-brushing was hardly worth the time spent in preparing a rusty galvanized roof before applying **metallic zinc paint**. Half of the rusty roof tested was brushed with a wire brush and the other swept with a broom before it was sprayed with metallic paint. Seven years later, the difference in the condition of the two roof sections was said to be almost indiscernible.

B-408. "The Manco 15" is a 15-inch **bolt cutter** said to have a capacity equal to that of a standard 18-inch cutter. It is said to cost 25 per cent less and weigh 60 per cent less than conventional cutters of the same capacity.

B-409. A new General Electric **clothes dryer** has time and temperature controls said to permit drying of all fabrics but knitted woolens that require shaping. It has a ventilating system to insure circulation of clean air and an ozone lamp that gives clothes a clean, outdoor odor. It operates on 230 volts and will dampen an average load of clothes in 20 minutes and completely dry them in 45 minutes.

B-410. A new lightweight Fairchild **polishing tool** for home use is recommended for furniture, woodwork, linoleum, similar surfaces, and automobiles. Weighing 2½ pounds, the polisher's lamb's-wool bonnet is spun at a rate of 1,200 RPM. Two

polishing bonnets come with each set.

232—Automatic Nailer



The Holt Manufacturing Company, 651 20th Street, Oakland, Calif., now makes a new magnetic-feed, hand-driven automatic nailer. Built for heavy-duty wear with all working parts enclosed, the automatic nailer saves time in nailing plywood, veneers, tileboard, and other wallboards.

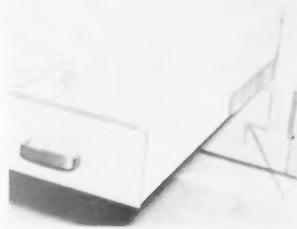
Flat head, common nails, or brads are loaded in the hopper and delivered in perfect alignment, so that every mallet blow drives a nail.

Simple adjustments switch the machine from flush to set nailing, and from common nails to floor brads.

233—Bathroom Heater

The Westinghouse Electric Corporation, Mansfield, Ohio, announces two new bathroom electric heaters. Both adhere to Westinghouse's "double-action heating" principle—heating by radiation of infra-red rays as well as by continuous circulation of heated air.

One model is a 1,250-watt heater that produces 4,266 BTUs an hour. The other model is a 1,500-watt unit that yields 5,120 BTUs an hour. Both require a wall opening 17½ inches high, 8½ inches wide, and 4 inches deep.



on the metal pieces without any tendency to bind. The drawer supports are quickly installed with screws.

234—Drawer Support

The Extension Drawer Support Company, 3727 Broadway Place, Los Angeles 7, Calif., announces a new device, the "New Standard" extension drawer support. They claim it enables wooden drawers to function with the ease and precision of metal filing cabinets.

It consists of four right-angle pieces of metal, two to each drawer side. The two "tracks" are screwed into the side of the case in a stationary position. The two "support angles" are fitted into the stationary pieces.

The drawer then slides in and out

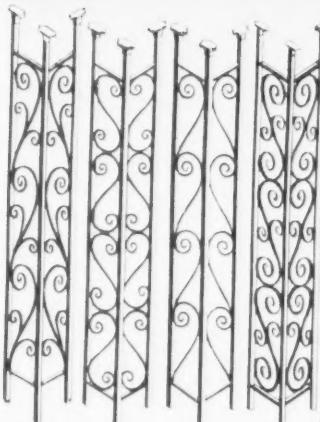
235—Screen Display

The Lumite Division of the Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y., has available the 1951 display rack for dispensing Lumite screening.

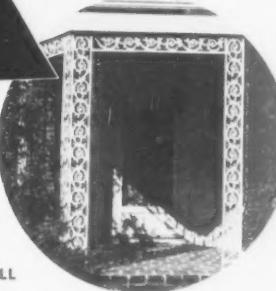
Measuring 66 inches high, 40 inches wide, and 30 inches deep, the rack provides for storing, measuring, and cutting the screening. It comes equipped with a measuring device, cutting knife, and bin for hand-out folders. Two side panels are streamlined to facilitate inventory.

Made of heavy-gauge steel, the

Standard ORNAMENTAL IRON Columns



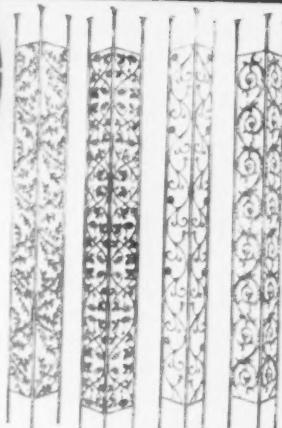
Building Supply Dealers can now **SELL** from stock!



8 distinctive flat and corner columns are now available in stock designs that give your customers the advantage and beauty of custom-built iron work—yet, cost no more than standard millwork! Our production line methods of manufacturing give YOU extra profits. Call or wire us collect for complete details.

Write for catalog of other ornamental iron products available.

Ornamental Cast-Iron

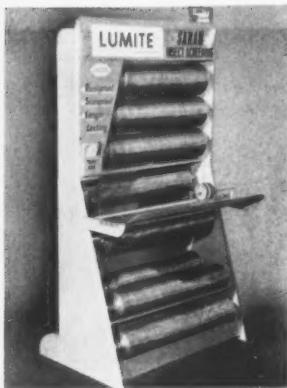


TENNESSEE FABRICATING COMPANY

1492 GRIMES STREET, MEMPHIS, TENNESSEE

Hand Wrought Iron

DECEMBER, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



rack has a bright orange non-rusting, baked-on enamel finish. The upper part of the rack holds six 100-foot rolls of screening in six widths. Two shelves below hold six rolls.



236—New Alloy Steel

"Carilloy" TI is the first of a new group of alloy steels, to be known as T-steels, developed by the Carnegie-Illinois Steel Corporation, subsidiary of the United States Steel Corporation, New York, N. Y.

A multiple-alloy plate steel, Carilloy TI combines extremely high strength with excellent ductility and toughness—even at sub-zero temperatures.

No special equipment or procedures are required for fabrication, according to the makers. Cold bending may be accomplished if sufficient power is available. For ease of welding and gas cutting, carbon content is restricted to 0.18 maximum.



237—Mail-Drop Plate

The Ajax Hardware Manufacturing Corporation, 4351 Valley Boulevard, Los Angeles 32, Calif., announces a new mail-drop plate with a special wrought brass design. It replaces the appearance of solid cast brass at a fraction of the cost.

The smooth design and quality appearance add distinction to any door. Mounting screws are hidden under the flap, which is held in position by spring-tension to assure weather-tightness.

The 1½-by-7-inch opening meets all U. S. postal regulations. Finishes—guaranteed for the life of the product—include polished or dull brass, polished or dull chrome, and dull bronze.

For full details about these New Building Materials and Supplies use the handy coupon on page 52!

Cooperative Dealer Advertising Campaign Uses "Old Houses" to Prove Wood Merits

M. D. Ebert, sales director of the Gate City Sash and Door Company of Fort Lauderdale, Florida, is willing to grant that the metal age might have supplanted the wood age in bridge building. But, in his opinion, metal has a long way to go if it will ever catch up to wood as a suitable window frame material.

It is on this premise that he has based a hard-hitting advertising campaign for his firm's popular wood awning window. In conjunction with his advertising agency, he has worked out an advertising program with a two-way attack.

Each of thirteen advertisements in the program—No. 6 of which is shown below—sells one or more features and benefits of the awn-

ing-type window. Then it stresses the theme, "Time-tested dependability of wood windows."

The advertisements appear weekly in the home-town papers of dealers. Each carries an illustration of a famous old home in early American history.

All of the homes used are in good condition today and, as the advertisements point out, have wood windows which are the original ones installed when the houses were built 100 or more years ago.

At present this advertising program is being sponsored by Gate City Awning Window distributor-dealers in Florida. But Gate City dealers in territories elsewhere soon will be offered the use of this wood-window advertising.

Prowlers Foiled New Window Blocks Entrance

Pants burglars, prowlers, housebreakers, take notice! Don't attempt a house entrance through a Gate City Awning Window. It's impossible to break right in the middle. Their distinctive design prevents intrusion.

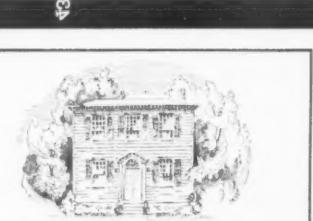
The sash may be locked in any position by a simple releasing. The sash is balanced which enables it to slide from the window sill upon the inside of the room. Children are strengthened from breaking out, giving yet another important safety feature for the home.

EASILY MAINTAINED

The awning window may be washed or painted with ease. Maintenance of the frame with the aid of a maintenance kit (available at slight extra cost). No need to risk ladder climbing outdoors. Screens or storm mesh also applied from the inside.

VERSATILE DESIGN

Gate City Awning Windows of wood are equally becoming in traditional or modern homes. They provide the added beauty of wood—one of the factors lack of metal. Paint them earthy or gay, color you desire.



OLD PRIEST'S HOUSE, Natchez, Miss., is a famous home built in 1787. Noteworthy is the excellent condition of its 161-year-old wood windows, most of them containing the original sash American glass panes.

No other sash material can match the service record of wood windows



Still in a good state of preservation after 163 years—that is the service record of the wood windows in the "Old Priest's House" at Natchez. Imagine it! Here in this famous old house is 163 years of proof that wood makes the best window. No other sash material can match that service record—it's doubtful if any ever will; for these windows should go on serving for many years to come.

That is why the famous Gate City Awning Window is made of top-grade wood. Every piece properly seasoned and selected for strength as was the wood used by early colonists. If it is possible, these gatekeeper windows should last even longer than those of old, for today they have the added advantage of chemical treatment for durability.



Gate City WOOD AWNING WINDOWS

Beautiful for a Housewife

You can't buy a longer lasting window than one of wood made in the Gate City style. All of the Gate City Awning Windows. Remember, too, wood windows are easy to paint, easy to blend with home color schemes—easy to keep beautiful for a lifetime.

DEALER IMPRINT

MECHANIZED YARD

(From page 20)

dealers that deliver direct from the mill.

Stembler and Ford are not unaware of the advantages of this distribution system to the lumber mills, either. Vice-President McLellan enumerates such advantages in these words:

"First, the mill can run solid loads of the same size to a yard operating this way, and thus reduce operating costs.

"Second, it gives them a steadier outlet to which to ship lumber, in whatever sizes and grades are available at the time.

"Third, for the mill it means lower trucking costs because the trailers are unloaded quicker and with less mill-paid labor.

"Fourth, the wear and tear on the mill trucks getting in and out of muddy and inaccessible job sites is eliminated."

McLellan says that mechanical handling has been the major factor in helping Stembler and Ford.

Inc., to expand from a local to a Greater Washington, D. C., operation. Established in 1915, this firm operated as a local dealer in lumber, millwork, building supplies, hardware, feed, and coal.

When Stembler and Ford, Inc., began remodeling and expanding 10 years ago, they discontinued the sale of feed and coal.

Stembler and Ford, Inc., inaugurated mechanical handling in 1945 because they believed costs could be cut and better prices offered to their customers. In this way they have met the competition of mill-to-job-site sales by the mills and "booking agents."

This year they will bill more than 12 million board-feet of lumber on an average inventory of only 700,000 feet!

These two facts are profitable proof of the practicality of mechanized handling of lumber in a city yard.

Truck Code Adopted

The American Standards Association has approved a Safety Code for Industrial Power Trucks.

which was prepared by users, safety engineers, and manufacturers of trucks. The code covers both design and use of equipment.

Adoption of the code is optional for any group. Its purpose is to establish uniformity of operating controls and safety devices for all equipment and promote greater safety in use of the power trucks.

Portable Device Tests Abrasion Resistance

A new portable device for testing abrasion resistance of floor surfaces is providing a simple, dependable method for preventing unequal wear of floor surfaces in buildings.

Developed by D. W. Kessler, of the National Bureau of Standards, and W. C. Clark, of the General Service Administration, the device determines wear from heavy traffic in advance.

It consists essentially of a notched steel wheel, mounted on an overhanging frame so that a definite and constant weight will bear upon the specimen as the wheel is turned.

**Sales and Profits
Go Up with "Premier"
Aluminum MOULDINGS**

• Wall Trims
• Nosings
• Coves
• Flat Stock
• Price Tag -
Mouldings

Over 300 styles
to choose from...
★ Write for Literature
and Prices

METAL TRIMS, INC.
P.O. BOX 1072
YOUNGSTOWN 1, OHIO

Galvanizes Windows

Factory galvanizing of Fenestra steel windows was started last month, with a view toward producing maintenance-free windows at lowest possible cost.

The Detroit Steel Products Company's Detroit plant is the first in the United States set up exclusively to galvanize steel windows so that they do not need painting. The company has supplied galvanized windows on special order for over 35 years.

Notes on Manufacturers

PITTSBURGH, PA.: Tansey and Siegel, representatives in northern West Virginia and part of Pennsylvania for Fiat shower cabinets, doors, and receptors, have added the rest of West Virginia to their territory.

IRVING, TEX.: The Texas Panacite Company, maker of lightweight building, insulating, and scouring material, has started operations in the new plant here. Raw materials are shipped here from the ancient lava beds in Nevada.

SPARTA, TENN.: A new stone-cutting plant has been opened here by the Loeffler Sandstone Company. The plant produces a carload of building stone a day.

DALLAS, TEX.: Alfred W. Baldwin, of Kansas City, was elected vice-president of the Featherlite Corporation at a recent meeting. He is in charge of a \$200,000 expansion program. The firm makes lightweight shale aggregate. Jack Frost, president; Alex T. Mickle, executive vice-president; J. R. Stuart, vice-president; Carolyn Roberts, secretary-treasurer, and Murry Toombs, assistant secretary-treasurer, were all re-elected.

LITTLE ROCK, ARK.: P. F. Watzek, president of the Crossett Industries, addressed the congregation of the Episcopal Christ Church recently on the every-member canvass. Watzek is also active in the "Keep Arkansas Green" association.

ST. PETERSBURG, FLA.: Florida Builders, Inc., has been elected to membership in the Prefabricated Home Manufacturers Institute. The company built luxury-type homes until 1948, when they started making "economy" homes.

LITTLE ROCK, ARK.: The Star City Lumber Company, declared bankrupt last January, has been bought by the newly-organized Lincoln Oak Flooring Company, Inc.

ABINGDON, ILL.: A new 80-by-340-foot addition to present buildings is being constructed at the vitreous china plant here of the Briggs Manufacturing Company's plumbing ware division. The addition will permit the

plant to increase production more than 30 per cent.

SAVANNAH, GA.: The Ozmer Lumber Company has leased about 30 acres of property on the river front here for new operations. Co-operating in the venture are members of the J. W. Starr and Sons Lumber Company. The new project of the two Atlanta firms should turn out 50,000 feet of lumber daily.

MEMPHIS, TENN.: The Samaha Beauty Tile Company has developed a new cement tile that is said to be colorful, economical, fireproof, weatherproof, highly durable, and unconditionally guaranteed for 20 years. It is made of cement, sand, and other aggregates under a special process that increases its strength.

TRENTON, N. J.: Construction of 21 new buildings at the main plant of the Sloane-Blabon Corporation here and expansion of the Philadelphia plant, at a total cost of \$11 million, will double the output of the firm's hard-surface floor coverings.

23,000,000 JOBS!

(From page 27)

Electric dishwashers and laundry units, automatic garbage-disposal systems and scientifically planned storage cabinets all make the modern kitchen a dream of efficiency. But such conveniences did not exist when homes were built a quarter of a century ago.

Installation of a modern kitchen, including new counters, storage cabinets and sink will cost about \$700, and an electric dishwasher, automatic washing machine and garbage-disposal unit may add another \$600 to the dealer's cash register. Such improvements will pay for themselves many times over in the time and energy they will save. And if the job is done little by little, the home-owner will not notice the onslaught on the budget.

That **reluctant trickle** of water in sink, wash basin, or tub when you turn on the faucet—undoubtedly caused by pipes reduced to the size of a lead pencil because of an accumulation of lime—can be corrected easily and inexpensively. Today, all the plumber has to do is to make a small hole in the wall near the sink or tub and push through flexible copper tubing. The whole job goes quickly and presto, the water problem is solved.

Bathrooms in old houses usually need new equipment and a general face-lifting to give them that brightly sanitary look characteristic of those in modern homes.

OBsolete HOMES BY STATES

The survey by the Minneapolis-Honeywell Regulator Company showed that approximately 23,000,000 United States homes were over 30 years old! The estimated number by states in the South and Southwest:

| | |
|----------------|---------|
| Alabama | 396,446 |
| Arkansas | 264,606 |
| Florida | 196,455 |
| Georgia | 515,915 |
| Kentucky | 150,519 |
| Louisiana | 304,622 |
| Maryland | 337,687 |
| Missouri | 779,346 |
| Mississippi | 291,243 |
| North Carolina | 404,798 |
| South Carolina | 280,430 |
| Oklahoma | 367,720 |
| Tennessee | 422,354 |
| Texas | 796,384 |
| Virginia | 411,866 |
| West Virginia | 279,384 |

For the wall or ceiling space where tile or predecorated tile-board is not used, excellent waterproof paints and papers are now on the market which are easy to keep spotless and unstained.

As a remodeling plan progresses other jobs probably will suggest themselves. Perhaps the mantel of the fireplace is too high and narrow, giving one of the focal points in the room an austere straight-laced air. A complete rejuvenation of such a fireplace can be obtained by lowering the mantel and building bookcases on either or both sides to add both breadth and interest.

Where the fireplace is concerned, it is best to look at the one in the room to be remodeled with a critical eye and then study some of those depicted in the home service magazines. The alert dealer knows—or will find—all sorts of suggestions for remodeling this most important feature of a room.

When suggesting any remodeling program, one of the most important things for the dealer to remember is that it is better to move slowly and to be sure that you have the best plan possible before proceeding. Helping the customer to picture the final results of a plan will prevent his later saying, "I wish I had done that differently."

This will also cause the customer to consider the dealer—and to recommend him to neighbors and friends—as a "home modernization expert."

In the



COAL SCUTTLE

RECENT reports from many coal-furnace manufacturers indicate that even though their production is much higher this year, they are sold out far in advance.

GUNNAR BACK, prominent ABC radio network narrator, has taken over the Washington newscast of the Bituminous Coal Institute. During sessions of Congress, it is billed as "Congress Today," and otherwise as "Washington Today." Its purpose is to help explain the coal industry's viewpoints to the general public.

THE 1950 edition of the Bituminous Coal Annual, just released, contains a picture-graph showing how the industry has changed in 10 years and its rate of advance. Coal production per man-hour has increased nearly 46 per cent since before the war.

COAL led the list of natural resources industries that are capable of meeting needs of a wartime economy. The list was compiled recently by the Chamber of Commerce of the United States. Stockpiles of coal will be increased by 17 million tons this year.

AN EDUCATIONAL display of the Bituminous Coal Institute, which featured the dramatic story of coal's origin and its effects on American economy, attracted much attention at the annual meeting of the Wisconsin State Teachers Association. Over 2,000 teachers registered to receive free packets of coal literature.

"**SCATTERED** through 28 states, most mines are many miles inland," William H. Cook, chairman of the new Coal Defense Committee, told a radio audience in a recent broadcast that emphasized the safety of American coal mines in wartime. There was never a shortage of coal during the last war, Cooke pointed out.

David E. Kennedy Firm Becomes Kentile, Inc.

David E. Kennedy, Inc., national producer of asphalt tile and cork tile floor and wall covering, has changed its name to Kentile, Inc., it was announced by David O'D. Kennedy, the firm's president.

"The change in name is being made because our mail, telephone calls and personal contacts indicate that the public has been gradually changing our name for us for some time."

As a result of the extensive advertising of Kentile asphalt tile our customers have come to think of us as the Kentile Company. The

new name Kentile, Inc., is short and easy to remember."

The firm was founded in New York City in 1907 by David E. Kennedy with a personnel of 50 persons.

The firm now has over 900 employees and operates plants at Brooklyn, N. Y., and Chicago, Ill. Its warehouses are located at Pittsburgh, Penn.; New Orleans, La.; Houston, Tex.; Minneapolis, Minn.; Kansas City, Mo.; Denver, Colo.; Los Angeles and Oakland, Calif., and Portland, Ore.

Tremendous Market for Water Pumps Stressed

"The largest potential sales market in history faces manufacturers and retailers of electric water systems in 1951," Executive Secretary Herbert C. Angster told members of the National Association of Domestic and Farm Pump Manufacturers at their recent annual convention in Chicago.

In 1939, 1,750,000 farms in the United States were electrified; today, over 5,000,000.



EMPIRE
ROLLED STEEL
WINDOWS

Southern Made
for
Southern Builders

A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is powder-coated to produce a better window, yet sells at competitive prices.

Write for literature.

Residence Casements •

Architectural and Commercial

Awning Windows • Commercial

Projected Windows • Pivoted

Windows • Security Windows

DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

STOCK IRONWORK

(From page 23)

ticularly metal materials. And when they see how attractive the designs of the ornamental iron materials are that we have in stock for immediate delivery, they are easily sold."

The price of stock ironwork is reported by many firms to be an especially good sales point. Smart dealers are acquainting themselves with the great variety of combinations of stock pieces that give the finished job a custom appearance at a mass-production price.

R. B. Wilson, of the Spencer Lumber Company in Gastonia, N.C., stresses the permanence of iron supports, railings, fences, and decorative touches. Both the Spencer draftsman and the hardware department manager are trained to estimate the costs of ironwork jobs—and to show the customer the difference between the prices of stock items and the approximate cost of custom ironwork.

Manufacturers of stock ornamental ironwork now offer a range of sizes that are easily incorporated into nearly any architectural house style.

The R. G. Coffman Company's stock railing and railing sections, for example, represent a standardization and adaptation of sizes that tie in with modular standards of other items used in home construction. Since most outside steps are built up with seven-inch risers and 12-inch treads, railing sections are made to fit accordingly.

To help retailers estimate sizes and costs, the Coffman company has developed the Rail-O-Graph. This graphical aid makes it easy for dealers' salesmen to understand the mechanics of railing pitch and how railings fit steps. It was designed to help quickly answer the customer's question, "Will this stock-size railing fit my steps?"

In addition to the standard steps with seven-inch risers and 12-inch treads, a number of other riser-tread dimensions with the same pitch can be used with stock railings. A table on the back of the Rail-O-Graph shows 30 of these—ranging from a 5-13/16-inch riser with 10-inch tread to an 8-inch riser with 13³/₄-inch tread—and the model numbers of the stock pieces required, so that charting the steps on the Rail-O-Graph is not necessary.

Sizes not in the table can quickly be sketched on the Rail-O-Graph—



Vivid "before and after" comparisons of the difference that ornamental iron "columns" and railings for porches and steps can make in the modernization of an old house help sell prospects on such renovation materials. And, of course, paint, flooring, concrete, and other items are required to do the whole job! All together they add up to a fairly profitable bill of goods—and labor, too, if your firm does the work. Such modernization can easily be financed on an FHA improvement loan through a local bank or association. Photographs courtesy of Bellkool Company.

which is merely a strip of graph paper, with one square equaling one inch, over which is shown the railing with the size of each piece. When so sketched, the customer's step size determines whether its pitch is suitable for use with stock railing.

The simplicity of building stock sections into masonry forms is stressed in consumer folders that manufacturers offer for dealer use. One shows how the builder needs only to check railings for plumb; support the railing with a notched brace like that used for bracing steel windows; and pour the con-

crete. This eliminates attaching the railing to the wall with bolts and expansion shields.

Though made in standard lengths, most decorative iron is available in any length to fit almost any use at slightly higher cost.

Interior use of ornamental iron is also increasing in popularity—for stair railings and other purposes.

And over a period of time, sales of small related accessories—such as mail boxes, silhouette signs, screen door guards, and canopy brackets—can add considerably to any dealer's volume!

New Wiring System Saves Critical Materials

SUBSTANTIAL conservation of vital war materials now used in wiring systems for all types of construction can be effected by the use of a recently-developed "remote-control" wiring system, according to Clarence C. Walker, vice-president and general manager of the General Electric Company's construction materials department.

He said that using the Adequate Wiring Bureau's 1949 Average Certified House as a basis, it is calculated that with this system a 42 per cent savings in copper and an 86 per cent savings in steel would result in the wiring from wall switches to the lighting fixtures and outlets in the average home.

He pointed out that these savings would also mean a reduction of 82 forty-ton freight carloads of

critical material for every 100,000 small-home units produced. An additional feature of the new development, he said, would permit instant blackout of all lights from a number of desired locations.

Much of the copper reduction, Walker said, results from the use of a special small-sized wire which contains 75 per cent less copper than its comparable two-conductor conventional building wire, and 50 per cent less than the three-conductor wire.

Substantial savings in steel result when local codes require the use of steel-armored cable for conventional 115-volt systems, he explained. Remote-control wire, designed for 24 volts rather than the 115 volts used in conventional systems, has a thermoplastic insulation which requires no additional protection.

DEALERS in the NEWS

LOUISIANA

RAYNE: Miss Rita Mae Richard, pretty blonde who represented the Rayne Lumber Yard, was chosen the most beautiful in the contest to pick the Rayne Princess. Rita really made the lumber-yard personnel proud as she reigned at the International Rice Festival in Crowley.

SHREVEPORT: The expansion program that has been under way for six months for the Carroll Lumber and Supply Company is now completed. A large new addition has been made to the office building, which was also remodeled. The old warehouse was enlarged and a new one built.

BOSSIER CITY: The 15-year-old Bolinger Lumber and Supply Company's building has been remodeled and modern equipment added.

NEW ORLEANS: The Altone Lumber Company recently filed articles of incorporation.

COLFAX: The Colfax Lumber and Creosote Company, including land and all properties, has been offered for sale for \$25,000.

VIRGINIA

ARLINGTON: Mrs. Alice W. Hostetter, president and manager of the Arlington Millwork Company since her husband's death, is a new member of the Democratic State Committee from Montgomery County, Md. She received her master's degree from the University of Maryland, is a member of the Governor's Committee on Juvenile Delinquency, and has held many civic and political positions.

OKLAHOMA

TULSA: The Globe Builders Supply Company has started making its own window sash to speed deliveries to its many customers.

ELK CITY: Tom Blades, who has been assistant manager of the Long-Bell Lumber Company store here since last January, was transferred to Grandfield as manager. There he fills the vacancy left by Wildred Ball, who was sent to manage the Waynoka branch.

PAULS VALLEY: Jack P. Parker, former manager of the Waynoka Long-Bell branch, now heads the plant here, replacing Frank H. Murphy.

BRISTOW: New manager of the Long-Bell Lumber Company here is Melvin E. Moody, of Hugo. He replaced Oren Youker, who retired

after heading the Bristow yard since 1943.

WAKITA: Carl McClung, manager of the Long-Bell yard here for over four years, has resigned to enter another business. Chester Bates, of Kingfisher, has taken over the Wakita management.

TEXHOMA: A majority interest in the Texhoma Lumber and Supply Company was recently purchased by the Comley Lumber Company. It now bears the Comley name.

PERRY: Warren Pixley is now managing the local yard of the Long-Bell Lumber Company. He replaced Alex D. Torok, who was transferred to Cushing.

CUSHING: Earl G. Phillips, who has served as manager of the Long-Bell yard here for 32 years, has retired. He is replaced by Alex D. Torok, his son-in-law.

TENNESSEE

CHATTANOOGA: Burglars, who recently tried for the sixth time in the last few years to rob the Highland Park Lumber Company, left this time in tears. A \$50 tear-gas bomb, located in the metal vault, exploded when the combination lock was knocked off.

MEMPHIS: The Louver Window Company, a new firm, has opened at 1790 Madison. Sales Manager Al

extra white

TRINITY WHITE Portland Cement

Your customers will appreciate Trinity, the *whitest* white cement. Gives uniformly excellent results. Widely advertised to architects and users for years. Used in volume in architectural concrete units, terrazzo, stucco, paint, etc. Other uses include light reflecting floors, ornamental work, tile setting, etc. Trinity is a true portland cement and meets Federal and ASTM specifications. Carry it in stock. Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago, Republic Bank Bldg., Dallas, 816 W. 5th St., Los Angeles.

as white as snow



TRINITY WHITE
is a
True Portland Cement!

Haire says the company specializes in louver windows for homes and commercial buildings.

MEMPHIS: Herbert P. Jordan, president of the Jordan Lumber Company, was chosen to head the Community Council, a civic charity. Jordan has been chairman of his local Red Cross campaign, active in the Community Chest drive, and is scoutmaster for Troop 40.

SPARTA: The Hudgens Builders Supply Company, a general construction and retail building supply business, was granted a charter of incorporation.

FLORIDA

DAYTONA BEACH: One of the town's oldest businesses and probably its first incorporated firm, the Malby-Conrad Company, was bought recently by five members of the family owning the Dunn Brothers Hardware Company. For more than half a century the Malby-Conrad firm has supplied this area with building materials.

MADISON: Don Christian and Paul Chavers have bought Warren Weeks' interest in Modern Homes of Milton, Inc. The corporation sells building materials and household appliances. Weeks has been recalled to Navy duty.

KANSAS

ULYSSES: A new warehouse is being built for the Amsden Lumber Company here, to help accommodate its increased business.

OTTAWA: Robert McCrea, of the North Ottawa Lumber Company, reports that his firm has moved from 504 N. Main to a new site at 1506 South Main. A new office building is being built. McCrea expects the firm to be settled in the new location this month.

LARNED: Work has been started on the new Rounds and Porter lumber yard at Third and Main streets here. The cost of the modern new building and other facilities was estimated at \$60,000 by Manager Beverly Morton.

MADISON: George Underwood now manages the Houston-Doughty Lumber Company here. He took over the job when John Fox was recalled to active duty in the Army.

PRATT: About 5,000 visitors attended the opening of the hardware department of the Independent Lumber Company here recently.

NORCUTUR: Sam Powell, formerly of the Foster Lumber Company here, has moved to Arvada, Colo., to manage the company's business there. Merl Baily has joined the firm here.

BELoit: A modern car-height storage warehouse is replacing the coal bins at the yard of the Peoples Lumber and Coal Company. Manager Lyle Newell said that the company is going out of the coal business entirely.

DURHAM: The Badger Lumber Company here has been sold to the Kropf Lumber Company, of Malolla, Ore. Lloyd Hein, who operated and owned it before selling out to the Oregon firm, continues to manage the business.

WELLINGTON: Elmer M. Holt has been appointed postmaster here. From 1926 to 1932 he managed a yard in Rome for the Rock Island Lumber and Coal Company, which later became the Rounds and Porter firm.

PALMER: Edwin Meyer has moved here from Summerfield to manage the Meyer Lumber Company.

KENTUCKY

MURRAY: The Murray Lumber Company was granted a charter of incorporation, with stock listed at \$50,000. The firm sells building materials wholesale and retail.

SOUTH CAROLINA

CONWAY: The Waccamaw Supply Company has changed its name to the Waccamaw Lumber and Supply Company.

TEXAS

EL PASO: The Rice and Wormser Lumber Company has bought the Gateway Lumber Company in Fort Worth. President J. Clyde Rice says this is a part of the company's plan to purchase a chain of yards throughout Texas.

McALLEN: George Fulford has been appointed sales manager and elected vice-president of the Thomas Lumber Company. His new duties will include assisting in the development of the firm's new subdivision, Thomas Terrace.

LUFKIN: Thomas C. Davis has opened Davis Lumber and Sales here. The new retail yard is located on the old Nacogdoches Highway. Davis once managed the Lufkin Pine Lumber Company and the Texas Pine Lumber Company. His father, Tom A. Davis, is in charge of retail sales.

HOUSTON: The Robertson Lumber Company has been granted a charter of incorporation. Two other building supply firms here have also been incorporated, the Bracewell Lumber and Building Company and the Draper Lumber Company.

DALLAS: In the remodeling of the Wilcox Lumber Company, the appliance department and paint



OAK FLOORING AT ITS BEST

We are in a position to ship
Oak Flooring with Air Dried
Yellow Pine Boards. Also
K. D. finish molding and all
pattern stock in pool cars.

Block Flooring— $6\frac{3}{4}$ " and 9"
to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129

store have exchanged positions. The appliance section is now in a building at 3213 Knox, for greater convenience of customers.

WICHITA FALLS: The Norriss Brothers Lumber Company has a new building to house its offices and warehouse. "We have everything for the house, including the house," L. Van Schoiack, a partner, commented.

SANTA ROSA: Mr. and Mrs. James H. Armstrong, of Centralia, Mo., have bought the Santa Rosa Lumber and Hardware Company from Mayor J. A. Schulgen. The Armstrongs are operating the business themselves.

REFUGIO: Miss Irene Ideus, of Weesatche, was married recently to Strauch Charles Shaw, manager of the Refugio Lumber Company.

PANHANDLE: New manager of the Panhandle Lumber Company is Herman Olsen. He succeeds W. L. Ballard, who has returned to Alva, Okla., to head the branch there.

ARKANSAS

CONWAY: The name of the Harlan-Noe-Benton Lumber Company's yard here has been changed to the Faulkner County Lumber Company, following its purchase by M. G. Fray. Fray managed the yard for a year before buying it.

WEST VIRGINIA

ST. ALBANS: Clifford Lantz was recently elected president of the Chamber of Commerce here. He is general manager of Weimer's Lumber Company.

MISSOURI

UNION STAR: Friel Hall is new superintendent of the Moyes Lumber Company. He is the son-in-law of W. P. Moyes.

COATS: Malone and Company has been granted a charter to buy and sell lumber, roofing, windows, doors, and similar items.

GRIDLEY: Harold Craft, of Amsterdam, Mo., has moved here with his wife and two boys to be assistant manager of the J. B. Houston Lumber Company. Craft was associated with the Blaker Lumber Company at Pleasanton.

HUMBOLDT: Ben Barfoot has purchased the Osborn Lumber Company from John Osborn, who has been associated with the firm for the last 52 years. Osborn's father bought the firm in 1888. Barfoot, who joined the firm in 1939, says he will continue to operate the company as always.

ARKANSAS CITY: New manager of the A. C. Houston Lumber Company is John W. Helm. During his career, Helm has helped manage the Big Joe Lumber Company in New Mexico, was purchasing agent for a contracting firm, and has operated his own contracting firm.

Obituaries

PHILIP A. RYAN died at his home in Brooksville, Fla., November 17 after being in ill health for several years. Ryan owned and operated the first hardwood lumber mill in Texas. In 1927 he moved to Brooksville where he operated the Philip A. Ryan Hardwood Lumber Company. He was a charter member of the Southwestern Hardwood Manufacturers Club and had held offices in that association. Surviving are his widow, two daughters, and a son.

ROBERT EVAN ALLISON, 64, of the Allison Lumber Company in Meridian, Miss., died recently after an illness of several weeks. He was well known in lumber circles in this area. He is survived by his widow, five children, and six grandchildren.

JOHN REINHARD, 68, died of a heart attack November 21, in New Orleans, La. He was a retired Johns-Manville sales representative and was well known to building supply dealers in the state.

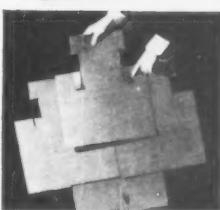
DEE G. WHEELER, 62, manager of the Celotex Department of the Celotex Corporation, died in Chicago on October 21. Wheeler joined Celotex in 1938 and had been in the

SAFETY
Double-locks at each exposed corner. Exclusive feature guards against high winds and weather.

BEAUTY
Double-thick butts cost deep shadows to add deep shadows to add rich, sturdy character. Rich, pleasing roof colors.

ECONOMY
2 to 4 thicknesses over entire roof insures longer life. Loktite's roof insures longer life. Loktite's longer shingles save labor costs.

Only LOKTITE HAS "ALL 3"



The exclusive LOKTITE design which double-locks at each exposed corner. Assures safety in storm and wind.

LOKTITE sells so easily because it offers extra, exclusive features—additional advantages in safety, beauty and economy which customers readily recognize.

Loktite delights customers who are appearance-conscious. Satisfies those who think first of safety. Pleases those who insist on extra value in every purchase.

For greater roofing volume, show Loktite.

WRITE, WIRE or PHONE for full details, today.

AMERICAN ASPHALT ROOF CORPORATION

Member Asphalt Roofing Industry Bureau

E. St. Louis, Ill. Kansas City 3, Mo. Salt Lake City 10, Utah Ft. Worth 7, Texas
31st and St. Clair 7600 Truman Road 1674 Beck
2316 West 5th

building materials business during most of his career. His wife survives him.

R. L. WILLIFORD, 64, died October 31. In 1917 he opened a lumber yard in Athens, Tex., which he operated until his death. He helped organize the local chamber of commerce and was active in the Baptist Church. His wife and two sons survive him.

LEON B. GILBERT, retired Mobile, Ala., lumberman, died November 2. He helped organize the Bay Poplar Lumber Company. He leaves a widow, Frances Goodman Gilbert.

OSCAR PATTON PHILLIPS, 66, who owned and operated the O. P. Phillips Lumber Company in Meridian, Miss., died October 18. He entered the lumber business in 1918 as a shipping clerk for the Brownlee Lumber Company in Shubuta, Miss. He was later a general manager of the Brooksville Lumber and Manufacturing Company, and a partner in the Stallworth and Phillips firm in Meridian. His daughter, Helen, who was associated with her father in managing the firm, will continue the business. Besides his daughter, he leaves a widow.

OWEN CHAFFIN, owner of the Chaffin Brothers Lumber Company in Seiling, Okla., died November 7 of a heart attack. He is the uncle of Dave Chaffin, Jr., former manager of the yard.

JAMES MEREDITH WILCOX, 65, who had operated the Wilcox Lumber Company in Dallas, Tex., since 1914, died November 7. The son of a pioneer north Texas lumberman, Wilcox graduated from Baylor University in 1906. He leaves a widow, and two grandchildren.

ALEXANDER MCCOMAS, 43, died suddenly of a heart attack recently. He was a partner in the firm of McComas Brothers, retail lumber and farm supply dealers in Bel Air, Md.

SAMUEL DILLON, 78, president of the Wilmington Del. Sash and Door Company, is dead. Until last spring, he was quite active in leading a rebuilding program for the firm. He entered his father's sash and door business 62 years ago. He was a charter member of the Wilmington Kiwanis Club and a director of the Boys Club. In 1948 he served on the Delaware State Board of Housing. He is survived by his widow, twin daughters, a grandchild, and a son who succeeds him as president of the company.

CHARLES FRANKLIN SAINE, Gainesville, Ga., lumberman, died November 9 at his home after an extended illness. Saine had been in the wholesale lumber business more than 30 years. He was a Mason, Shriner, and a charter member of the Kiwanis Club. Surviving him are his widow and five daughters.

ROBERT PAUL CRESON, 49, founder of the R. P. Creson Lumber Company in Houston, Tex., died recently. Before establishing his own firm, Creson had been a commission lumber salesman.

Married 68 Years

President Truman wrote a letter of congratulations to Mr. and Mrs. Allen DeGuire, of Fredericktown, Mo., who celebrated their 68th wedding anniversary October 2.

DeGuire, who is 93 years old, retired 10 years ago as president of the Fredericktown Lumber Company. His wife is 83.

They have nine children, 16 grandchildren, and 13 great-grandchildren.

Vermiculite Ceiling Passes 1-Hour Fire Test

A recent fire test of a combination vermiculite plaster and acoustical plastic ceiling at Underwriters Laboratories, Chicago, ran 4 hours and 10 minutes without failure, the Vermiculite Institute reports.

An unusual feature of the test was that no cracks were visible after exposure for this length of time to a temperature of 2,000°F. Immediately afterwards, the ceiling also passed the hose-stream shock test for 7 minutes at about 57 pounds PSI pressure.

The construction was a steel floor assembly protected with a suspended ceiling of vermiculite plaster base coat $\frac{3}{8}$ -inch thick on metal lath, and a finish coat of vermiculite acoustical plastic, $\frac{1}{2}$ -inch thick.

Dealers' Research Body Finances Time Studies

The Lumber Dealers Research Council, a national organization of dealers interested in construction research, has made an additional grant of \$1,200 for time studies on building methods.

The grant is the second made by LDRC to the Small Homes Council at the University of Illinois. The first fund of \$12,000 was used for design study in unit planning.

The time studies will be made on two houses of identical design. The houses will be used for demonstrations at the Small Homes Council's sixth annual short course in residential construction, January 17-18.

Celcure®

A PROVEN WOOD PRESERVATIVE
A PROVEN PROFIT-MAKER!

DEALERS:

Sell Celcure Wood Preservative . . . and reap extra profits!

Architects and Contractors everywhere are specifying Celcure in all types of construction for the prevention of rot and termites. And . . . you can depend on "walk-in" sales for home use from our national advertising.

Be sure—of profits—with Celcure!

EXCLUSIVE FRANCHISES OPEN!

Here is an opportunity for exclusive distributorship of Celcure Wood Preservative. Some Southern territories still open. Write for details.

AMERICAN CELCURE WOOD PRESERVING CORP.

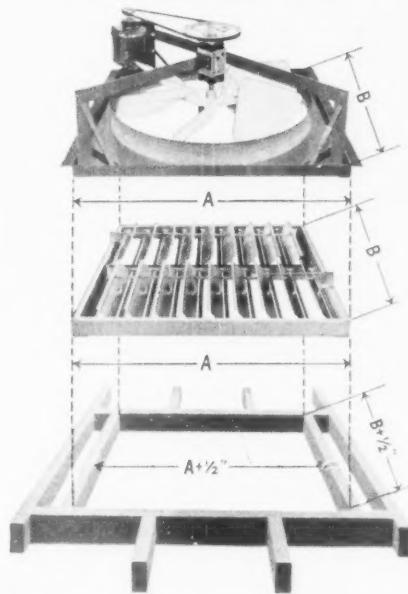
1040 EAST 8TH ST., TELEPHONE 5-5245
JACKSONVILLE, FLORIDA



- PREVENTS ROT
- STOPS TERMITES
- CLEAN and PAINTABLE
- HIGHLY PENETRATING
- ODORLESS

Nationally Advertised!

The Reed Vertical Air Discharge Attic Fan



Requires An Attic Clearance of ONLY 13 $\frac{3}{8}$ "



| INSTALLATION DATA | | |
|-------------------|-----------------|-----|
| MODEL | FAN and SHUTTER | |
| | A | B |
| RVU-24 | 32" | 32" |
| RVU-30 | 36" | 36" |
| RVU-36 | 42" | 42" |
| RVU-42 | 48" | 48" |

CASH in on the increasing demands of thousands of home owners for the new, popular "lay down" Reed Attic Fan. Depend upon a Reed for low cost of installation, quietness, powerful air delivery and trouble-free service.

Write for Free, Completely Illustrated Catalog



Reed
UNIT-FANS, INC.

Manufacturers of Ventilating Equipment

1001 St. Charles Ave.
New Orleans 8

DECEMBER, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

DRY WALL CONSTRUCTION

has proved satisfactory...



Says Carl G. Lans,
Director, Technical
Service Department,
National Association
of Home Builders.

• "When dry wall has once been accepted and gotten a hold, it has become general. The Washington, D. C., Metropolitan area is such an example. Before the war, everything was lath and plaster; now it is a rare thing in residential construction. Dry wall has proved satisfactory—not only because it is much more economical, but also because it produces a true, straight wall . . . and eliminates the introduction of many gallons of moisture into the house. In addition, it is a time saver."

For 32 years Homasote has been used for Dry Wall Construction—in millions of dollars of private homes.

Dry Wall Construction—with Homasote Big Sheets—offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. Joints are made at doors and windows, as desired . . . Labor costs are minimized; many fewer handling operations; many fewer nails . . . In a single material you provide lasting insulation value and great structural strength . . . You build a quieter home, free from dampness—with dependable insurance against musty closets and mildewed walls . . . Let us send you performance data and illustrated literature on Homasote and allied products.

SAYS MR. WETWALL

(alias Mr. Homasote) "I keep the studs dry and straight and true. There's no cracked or falling plaster in my houses!"

SAYS MR. DRYWALL

(alias Mr. Homasote) "I keep the studs dry and straight and true. There's no cracked or falling plaster in my houses!"



Weatherproof
HOMASOTE

... in Big Sheets up to 8' x 14'

Oldest and strongest
insulating and building
board on the market

SEND FOR ILLUSTRATED LITERATURE

HOMASOTE COMPANY • DEPT. SB, Trenton 3, New Jersey

Send me literature as checked:

Standard Homasote

(Big Sheets)

Striated Homasote

(Tiles and Panels)

The Nova-Roller Door

Wood-textured Homasote

(Panels)

The Nova-Shingle and

the Nova-Speed

Shingling Clip

Name _____ (Please print in pencil)

Address _____

City & Zone _____ State _____

Free Literature

Order on the Printed Helps
coupon. Cut from page 7.

K-19. METAL PRODUCTS. Architects' and builders' manual data sheets are available on hollow metal door and frame units, builders hardware, bi-pass units, bookstacks and shelves, and partitions. Isometric sketches show details. The Virginia Metal Products Corporation, Orange, Virginia.

L-1. FRAMELESS SCREENS. A new catalog page describes Columbia frameless window screens and shows how they are easily installed to stay in place with tension locks. A consumer folder tells the advantages of tension-held screens and their quick removal for washing windows and framework. The Columbia Mills, Inc., Syracuse, N. Y.

L-2. "ALUMINUM Structural Design" is a 130-page booklet describing the properties of aluminum and aluminum alloys for structural design and fabricating considerations. Basic information for designing load-carrying structures in aluminum is included to enable any engineer

familiar with mechanics of materials to plan an original aluminum structure. Specification tables of various products are included. Free when requested on company letterhead from the Reynolds Metals Company, 2500 S. Third Street, Louisville 1, Ky.

L-3. STEEL WINDOWS and doors are sketched and described in Bayley's 1950 catalog of residential and commercial window and door units. Specifications are given for projected, pivoted, security, casement, and other types of windows; for screens and installation accessories for the various windows. The William Bayley Company, Springfield 99, Ohio.

L-4. WIRING. A non-technical, eight-page booklet on General Electric remote-control wiring tells—with cartoons and sketches—a picture story of the convenience, safety, and economy of this new wiring method. A simple explanation of how low-voltage remote-control wiring works and its various components is contained in this publication No. 16-330. The Construction Materials Department, General Electric Company, Bridgeport 2, Conn.

L-5. HOME HEATING. New booklet tells the story of Coleman gas and oil forced-air furnaces, floor furnaces, wall heaters, water heaters, and other equipment. Specifications, details, and photographs of the equipment are included. The Coleman Company, Inc., Wichita 1, Kan.

L-6. FORESTRY MANUAL. "America's Strength Grows in Her Forests" is an attractive manual to help elementary- and high-school teachers encourage conservation and proper forest care. It outlines many ways of adapting forestry study to regular classroom activities. The American Forest Products Industries, Inc., 1319 Eighteenth Street N. W., Washington 6, D. C.

L-7. "ROOF SAVERS" tells how to prolong the life of a roof and to repair accidental damage with smooth-bodied or fibrous-bodied roof coating and asbestos roof putty. It discusses roofs starting to dry out, roofs already dried and eroded, and roofs structures that are broken. Johns-Manville, 22 East 40th Street, New York 16, N. Y.

L-8. DOUBLE-HUNG WINDOWS. Counterbalancing of double-hung windows—particularly pre-assembled window units—with the Spirex spiral sash balance is discussed in a new, illustrated folder. The Caldwell Manufacturing Company, Rochester 14, N. Y.

L-9. DOUGLAS FIR USES. A 16-page two-color booklet, "Where to Use Douglas Fir Lumber," is a useful reference covering properties, characteristics, and grades of Douglas fir for various interior and exterior uses. Available in quantity without charge from the West Coast Lumbermen's Association, 1410 S. W. Morrison Street, Portland 5, Ore.

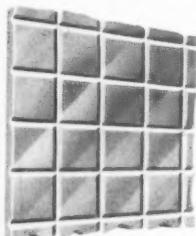
L-10. DISCOUNT CALCULATOR. A new discount calculator can be adjusted to show the salesman at a glance any common or combined discounts ranging from 25 to 50-10 per cent. In figuring net cost after a 40-5% discount on \$7.15, for example, the salesman adjusts the chart to \$7.15 under list price and reads the answer in the 40-5% column. The Ajax Hardware Manufacturing Corporation, 4351 Valley Boulevard, Los Angeles 32, Calif.

L-11. ALUMINUM WINDOWS. Selling points and specifications for Bayley residential and commercial windows are covered in an attractive new two-color AIA booklet. The William Bayley Company, Springfield 99, Ohio.

L-12. APARTMENT PLANS. "Twenty-Three Garden Apartment Designs for Military Housing, Suburban Apartments and Low-Cost Public Housing" contains reproductions of the prize-winning designs in the recent Wood Garden Apartment Design Contest. Entries were judged on privacy, attractiveness, ventilation, orientation to sun and breeze, and opportunity to utilize outdoor space. The Timber Engineering Company, 1319 Eighteenth Street N. W., Washington 6, D. C.

L-13. FLEXWOOD. a wood veneer $\frac{1}{35}$ th of an inch thick, glued under pressure to cotton backing, is described in a new profusely illustrated brochure. It shows the variety of veneers available and their use in solving difficult architectural problems. The United States Plywood

the new patented flared score line



Our research program provides constant improvements . . . creates new markets and more profitable sales for you.

MIRATILE

the widest score line made today



the most realistic reproduction
of a true tile joint

Miratile gives you these very important features . . . Baked Enamel PLASTIC FINISH . . . One Grade of Board with deluxe high gloss finish . . . Half Scored Line on two adjacent edges . . . SIX distinctive patterns, 15 beautiful colors, supplied in 4'x4', 4'x6' and 4'x8' sheet sizes . . . High Quality at low cost.

MIRATILE Panels are Products of the Tileboard Panel Division

WRITE FOR SAMPLES

of Miratile and details
on exclusive territorial
distribution.

MIRATILE
MANUFACTURING COMPANY, INC.
600 WEST BIST STREET • CHICAGO 20, ILLINOIS

Corporation, Weldwood Building, 55 West 44th Street, New York 18, N. Y.

L-14. HAND-POWERED TRUCKS. A new colored booklet contains a section on Electro-Lift models, battery-powered and motor-driven trucks; and a section on the Hydro-Lift types, gas-powered and driven by hydraulic pump and hydraulic motor. Data concerning the mounting of the drive motors inside the drive wheel; turning radius; the frame, and other major units are contained in the center section. The Clark Equipment Company, Industrial Truck Division, Battle Creek, Mich.

L-15. PORTABLE HOISTS. New 16-page catalog explains uses and describes various models of Joy single-drum, portable, multi-purpose hoists. Turbinair, Pistonair, electric, and gasoline models are covered. The Joy Manufacturing Company, Henry Oliver Building, Pittsburgh 22, Pa.

L-16. BATHROOMS. "Plumbing," a new circular of the Small Homes Council, discusses the qualifications for a convenient, quiet bathroom. It gives suggestions for planning new bathrooms and remodeling those with old plumbing. Circular G5.0 is available from the Small Homes Council, University of Illinois, Urbana, Ill.

L-17. PAINT COLOR GUIDE. Chips of 130 shades of Martin-Senour Nu-Hue Paints are contained in a new color guide. Three cards with three or four holes in each are used to place over the chips to compare many suggested schemes for harmonizing colors of walls and furnishings. The Concise guide is \$1.00. Descriptive folder free from The Martin-Senour Company, 2520 Quarry Street, Chicago 8, Ill.

L-18. HOME LOCATION on lots to take best advantage of the sun's rays is presented in the Housing and Home Finance Agency's Technical Bulletin No. 15. It contains plans for four two-bedroom houses, tailored to fit 50x100-foot lots, with living rooms facing south or nearly south in each case, regardless of the location of the lot. Bedrooms are on the southeast, to take advantage of morning sun in winter and avoid strong afternoon sun in summer. Available for 20 cents from the Superintendent of Documents, United States Government Printing Office, Washington 25, D. C.

Flintkote Gets "Oscar"

For the third time in the last four years, the Flintkote Company received a trophy for submitting the best Annual Report in the building supply field in *Financial World* magazine's annual report contest.

The prize was for Flintkote's 1949 Annual Report. It was presented to G. K. McKenzie, vice-president and secretary of Flintkote, at the annual awards banquet.

New Vermiculite Organization Formed

The Vermiculite Association, Inc., a New York non-profit research organization, has been formed by independent miners and processors of vermiculite.

The association has a broad membership base in four categories. They include mines; processing plants; industrial users of vermiculite as an ingredient raw material in various products; and educational and research institutions, engineers and individuals. Its bulletin service is being designed to

cover all membership categories.

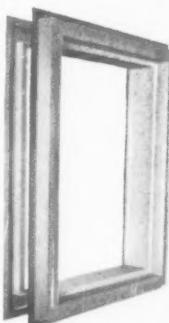
William S. Steele, American Vermiculite Corporation, New York, N. Y., was elected chairman of the association's board of directors. Henri R. Bastien, Vermiculite Insulating, Ltd., Montreal, Canada, is vice-chairman.

William S. Elliott, an authority in the field of structural materials, has been named secretary-treasurer and engineering consultant of the association, with offices at 64-67 83rd Place, Rego Park, N. Y.

One-der Window and Door Frames

Patents Pending

Complete One-Piece Metal Frames
for any type of Construction



"Build the wall
around it"

Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No carpenter labor required. Nothing extra to buy.

Made of 18-gauge steel, welded for strength, the frames are treated for rust prevention. They come with a prime coat of light gray Zinc Chromate. They are easily finished in light colors with one additional coat.

Whatever the type of building, One-der Window Frames and One-der Door Frames mean savings in cost and installation time, plus a handsome appearance that is permanent.



SAVE TIME! SAVE COST!

Available for Rapid Delivery

Dealers in Principal Cities

See your dealer or write

ONE-DER FRAME

Corporation

2109 Third Ave., North

Birmingham 3, Ala.

Telephone 3-1267

POPULAR HOME PLAN

(From page 33)

for a 19x9½-foot open porch or terrace. This porch is reached from both the U-planned kitchen or the den. It promises relaxing privacy for the home-owner.

This Cathey design includes two large bedrooms, in addition to the den, which could be so used; two bathrooms, and generous closet and storage areas. A furnace room is shown for the heating plant.

The living room and dining room are at the right side and front of the 64-foot-wide house. Across the entrance hall is located the master bedroom. A double chimney makes for a cozy fire or attractive mantel impression in both the living room and the den behind it.

This ranch-type home can be economically built because it has few and minor offsets and eills. The elimination of curved walls and expensive offsets keeps down the construction cost.

Always willing to help improve building design and standards in the South, Cathey officials will provide blueprints and specifications of this S*B*S DEALER'S

POPULAR HOME PLAN to other dealers at a cost of \$25.00 for the first set, and \$3.00 for each additional set. A bill of materials is available for \$5.00.

Order these and all future S*B*S DEALER'S POPULAR HOME PLANS from: Home Plans Editor, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 5, Georgia. Plan to allow a week for receipt of plans you order.

PRICE'S PRICE

(From page 30)

las. For a good many months these trucks were kept busy by the company's volume of business in one-car garages. Many war-built houses were minus garages, creating a field in which the Price firm specialized, and again he emphasized the prices available at Price's.

"I have no idea how many garages we have built," commented Price.

"I know that some days we sold as many as five garages. At times we had as many as five crews of

two men each building garages, and each crew would finish a garage in one day.

"We had one carpenter who was unusually adept at building garages. He worked single-handed and was so good that he completed a 10-by-20-foot garage, by himself, in one day. We paid \$50 a day for labor on building one garage, whether the job was done by two men or one."

One of Price's advertisements, in November, 1949, offered a free turkey or ham with the purchase of a garage costing \$225 or more—or an order of building materials in the same amount. This attracted business as did an advertisement early this year featuring a 10-by-20-garage for \$195.

However, by October, 1950, the \$195 garage had gone up to \$250!

The Price Lumber Company plant has that universally prosperous appearance of all successful yards. It gives no inkling of the hazards involved at the birth of the business.

Actually, there was \$200 to start with, for a silent partner had put up \$100. But Price operated the business at the outset without an employee, truck, or other mode of delivery. The partner had a limited interest in and no knowledge of the business, so it was Price who hitched a ride to East Texas and talked a mill owner into gambling 50,000 feet of lumber.

Later, Price acquired a trailer and a Negro employee. Still on the payroll, this Negro began making deliveries with Price's old car and the trailer. Six months after the business was started the first partner decided he had had enough. So the total capital was divided, and each man got \$434.

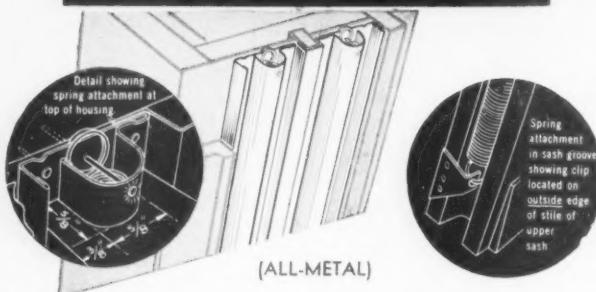
Dealer Price gets considerable satisfaction—and profit—from one account, which most of his competitors have sought unsuccessfully to dislodge.

This account is that of an individual who also started on a shoestring. Nationally famous now for his bold and venturesome deals in real estate, especially hotel properties, this customer is also a builder of considerable Dallas rental property. Price gets all of his material orders.

Price concedes that this one account is almost enough to keep a sizable lumber yard in a profitable status. However, the retail trade and the prospects for garages and other residential construction are not being neglected.

COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



SOUTHERN METAL PRODUCTS CORPORATION
921 Rayner St.

Gentlemen: Please send me complete information and prices.

NAME _____

ADDRESS _____

CITY _____

STATE _____

RESEARCH TOWER COMPLETES JOHNSON BUILDING GROUP

This is the first picture to be made of the entire group of buildings at Racine, Wis., designed by Frank Lloyd Wright for S. C. Johnson and Son, wax products manufacturers. At left is the unique 15-story research and development tower, with adjoining buildings, which have just been completed. Laboratories of the company are housed in this glass-walled structure. At the right is the administration building of the company, making up the north half of the group. This portion was completed and opened in 1939. Products of the company, sold throughout the United States and in many foreign countries, are developed and tested in the tower. It is supported by a central core instead of side walls.



Lumber-Grading Movie

"The Magic of Lumber" is a new color and sound, 16 mm motion picture that tells the story of lumber grading.

It explores the formation of characteristics in a tree, reveals the laboratory tests determining grading rules, explains a lumbergrader's work, and classifies grades on the basis of use.

Made by the West Coast Bureau of Lumber Grades and Inspection, the 20-minute film will be ready by January 1, 1951, for free distribution to interested groups. Bookings can be made through the West Coast Lumbermen's Association, 1410 S. W. Morrison Street, Portland 5, Ore.

Tefft Heads Structural Clay Products Group

C. Forrest Tefft, of Columbus, Ohio, is the new president of the Structural Clay Products Institute, national association of brick and tile manufacturers. L. S. Meyer, St. Louis, Mo., has been named vice-president; George Gammie, Chicago, Ill., treasurer, and Joseph J. Cermak, secretary.

Tefft, who is president of the Claycraft Company, succeeds W. J. Goodwin, Jr., of Des Moines, Iowa. The elections took place during the recent annual convention of the Structural Clay Products Industry at Colorado Springs, Colo.

Karl Mathiasen, president of the Federal Seaboard Terra Cotta Corporation, Perth Amboy, N. J., was elected to SCPI's board of directors as the first representative of the newly-formed Architectural Terra Cotta Institute.



PRECISION ALUMINUM WINDOWS

MEMBER OF AWMA

OUR PRODUCTION IS UP 400% IN 90 DAYS

Why?

1. Completely weatherstripped
2. Factory glazed with Neoprene
3. Removable and adjustable Sash Balances
4. Extra wide and heavy extrusions
5. Stainless Steel Hardware
6. Adjustable Sweep Lock
7. Modular Construction

All these features place Metal Art Windows among the finest, strongest, and most beautiful windows available at any price.

PLUS: Excellent delivery and service. Let us prove it to you.

METAL ARTS MANUFACTURING COMPANY, INC.
P. O. BOX 4144

ATLANTA, GA.

BUILDING OFFICIALS HEAR OF RESEARCH

THE ACCENT was on research in the performance and application of building materials at the sixth annual meeting of the Southern Building Code Congress in St. Petersburg, Fla., November 12-15. Present were building officials, inspectors, and architects representing over 75 cities in 13 Southern and Southwestern states.

Chester Crossfield, Nashville, Tenn., was elected president of the SBCC board of trustees to succeed James W. Morgan, Birmingham, Ala., building official. Other members of the board of trustees besides these two men are Carl Wetherell, Daytona Beach, Fla.; Soule Butler, Alexandria, La., and Lloyd Clarkson, Corpus Christi, Tex.

Following a series of speeches Monday by spokesmen for research, educational, military, and industry organizations, the building officials, engineers, and architects spent Tuesday conducting open sessions on proposed changes and amendments to the Southern Standard Building Code. Then the report of the Building Code Research and Revision Committee was adopted Wednesday.

In speaking on "Tomorrow through Research," C. W. Smith, director of the Division of Housing and Construction Technology of the Southwest Research Institute at San Antonio, Tex., declared that "construction technology—as compared with other fields—is just about at the stage of the horseless carriage and the hand-crank telephone. We've made little progress in the past 50 years, but we're still driving a one-lung car with wagon wheels, and we've got a long way to go to equal the progress made in other fields."

Smith cited the Youtz-Slick lift-slab building method as an example of scientific research that is reducing building costs over the nation. The method utilizes concrete slabs poured on a base slab and raised into place as upper floors and roof by automatic lifting equipment.

He described other housing research under way or completed by the Southwestern Research Institute. These included shingles that won't discolor; more waterproof masonry walls; fireproof walls; and concrete slab floors and scale models for testing purposes.

Smith said his organization was happy over the opportunity to help

the Southern Building Code Congress keep the Southern standard code up to date through research.

The history and progress of the Southern Research Institute at Birmingham, Ala., was related by F. R. O'Brien. He explained that this institution is "vertical rather than horizontal like that in San Antonio." He said that SRI does research in the fields of applied chemistry, engineering, physical science, and biochemistry.

Evidence that the Southern Research Institute is helping to fulfill its purposes, he declared, are the facts that it did \$10,000 worth of research for industrial and business firms in 1944—and \$500,000 worth last year. Its equipment and property was said to be worth \$2,000,000, providing employment for 75 trained personnel.

Among the more notable projects conducted by SRI have been the development of the heat pump for commercial use, slag and lime products, commercial by-products of wood wastes, and ceiling fire protection.

Joseph H. Reed, counsel for the Division of Housing Research of the Housing and Home Finance Agency, Washington, D. C., told the Southern Building Code Congress that "one of the earliest achievements of your society that the

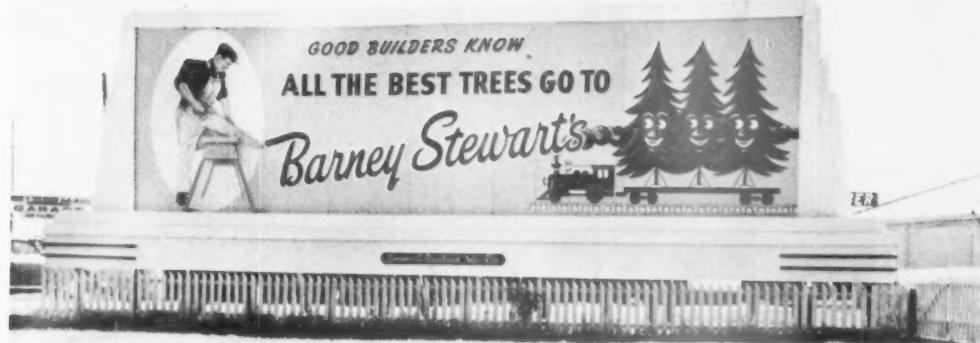
HHFA was pleased to be able to communicate to the nation was your establishment of floor loads on single-floor residences at 30 pounds per square foot instead of 40 pounds. This engineering conclusion made by your Congress backed by the knowledge and understanding of your members has undoubtedly caused a widespread lowering of construction costs in the South.

"But it also played a large part in the considerations of the Joint Uniform Building Code Committee at Chicago. Because of this 30-pound live-load established by your Congress, the committee was forced to agree upon 40 pounds even though some Northern building codes require 60 pounds. I think it is clear from this that although your immediate concern is the betterment of codes in your 13 states, the good work you do will quickly make its way into all 48 states.

Another example of building-code improvement in the South, which the Housing and Home Finance Agency intends to publicize throughout the nation, is the reorganization of the building department in Columbia, S. C. Using the Southern Standard Building Code as its legal base, this municipality consolidated building, electrical, plumbing, smoke abate-



Grouped above on the terrace of the Soren Hotel in St. Petersburg, Fla., are trustees, officers, and other leaders of the Southern Building Code Congress at the sixth annual meeting on November 15. Seated from left are Henry M. Nielsen, St. Petersburg; Lloyd Clarkson, Corpus Christi, Tex., and Chester Crossfield, Nashville, Tenn. Standing are Carl Wetherell, Daytona Beach, Fla.; James W. Morgan, Birmingham, Ala.; M. L. Clement, Birmingham, and Edwin B. Lancaster, Montgomery, Ala. Crossfield succeeded Morgan as president. Clement is director of the Southern Building Code Congress. All others are public building officials.



OKLAHOMA DEALER'S CLEVER SIGN PROMOTES QUALITY LUMBER

Something new and different in sign animation—especially for lumber dealers—is the sign shown above. Created and maintained by Barney Stewart's building supply firm, it is located on U. S. Highway No. 66 west

of Oklahoma City, Okla. The figure at the left is animated with an arm moving back and forth to drag the saw across the plank braced on the sawhorse. The sawhorse itself projects from the lettered sign.

ment, and zoning in one department. It is known as the Municipal Building Department." Reed said he read of this progressive municipal set-up in a recent issue of **SOUTHERN BUILDING SUPPLIES**.

Municipal building officials must plan on making structures and public works less vulnerable to the effects of atomic weapons and plan counter measures for the protection of their peoples, Brigadier General Ernest Moore told the Congress assembly.

An official of the Air Force Intelligence in Washington, D. C., he said that intermediate steel is inclined to be more elastic than other grades, and therefore is more effective in standing up under atomic warfare. Concrete, he continued, is stronger than steel under atomic conditions.

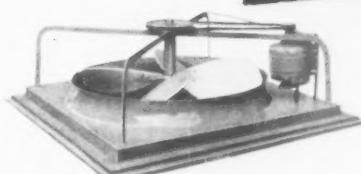
"Another very important thing to keep in mind," the Air Force general declared, "is the value of an adequate water pressure and supply in event of atomic warfare. In Japan much havoc was wrought due to the failure of the water pressure and supply. The second day the fire department was virtually out of business!"

William Irwin, president of the Rail Steel Bar Association, Chicago, Ill., commended to the building officials adoption of the new type deformed bars for concrete reinforcement as presented in the Building Code of the American Concrete Institute.

Alton Riddick, building official

of Florence, S. C., detailed the great need for uniform building department forms and records. A committee was voted for the purpose of developing recommendations for such uniform aids.

The technical advisory service available to municipalities of Tennessee from the University of Tennessee was described by M. U. Snoderly, municipal consultant of the state college.



the type who know something good when they see it... to start early—right NOW—planning for the biggest season they've ever had with a top-notch line of Wind-Way vertical discharge Ranch-House Package Fans.

We KNOW our product is good—we KNOW what can be done with it—we WANT the proper dealers to do it. This is a new, engineered, PROVEN fan—backed by years of fan-building experience. Write for a full description of it—and for information about our dealer proposition.

WIND WAY Fan and Ventilator Company

531 St. Joseph Street, New Orleans 12, La.

Remodeling and improvement of Kitchens, Bathrooms, Hospitals, Office Buildings and many other commercial and residential buildings offer great opportunities for you to supply *Wal-lite*. Don't miss this huge market... and don't miss the profits from selling *Wal-lite* pre-finished panels.

There's a *Wal-lite* color and pattern suitable for every job. *Wal-lite* quality is leading the field. Now is the time to have an ample inventory of *Wal-lite* tile panels.

Contact

Your Jobber NOW!

Wallace

Manufacturing Company
10th & Fayette, N. Kansas City, Mo.



A third entrance or exit to the Fisher-Stinson building-supply department, next to the newspaper office on a third dominated street, adds meaning to the slogan: "One Stop Gets All!" Wall signs remind passersby of principal lines handled.

REPAIR ACCENT

(From page 25)

partment, Kersey says that "we have found out definitely that it has paid us to take some of our own 'medicine' and modernize. Our old building was an eyesore that tended to repel customers instead of attract them.

"Now, with the new, open display windows that permit customers to see needed merchandise as they walk or drive by the store, we have had many customers come in just because they saw such items and were impelled to come in and shop. We recently made a \$170 sale to a West Virginian, who happened to drive by.

Located in the block behind the Harrison Avenue hardware store, the new building supply department was formed by enlarging the original lumber and supply warehouse to 140 x 66 feet, and by erecting a new building materials salesroom and warehouse next to it that totals 125 x 60 feet. The handsome brick front at 445 Grace Avenue is 126 feet wide.

Two drive-in entrances at the left permit customers and company trucks to drive right in and pick up their orders all "in one stop." Another drive-in door at the rear of the lumber warehouse permits easy entrance and exit.

The company's delivery fleet consists of one 24-foot truck trailer, three 1½-ton trucks, and one ¾-ton pick-up truck. Fisher-Stinson deliver over most of the Bay County area, and this service is appreciated by home-owners and contractors who need materials for construction or repairs on some of the remote, rough coastal roads.

Fisher-Stinson are noted for hav-

ing in stock a full line of plywood—marine, interior, and exterior grades in all thicknesses from $\frac{1}{4}$ to $\frac{7}{8}$ inch. Kersey explains that the demand for these laminated panels is "terrific. Where many ordinary woods split or warp under the constant exposure to high-humidity air, plywood retains its shape indefinitely, and thus has been an easy item to sell in huge quantities."

The building materials showroom has its upper walls and office walls paneled with a variety of plywoods, so customers can note and compare their textures and decorative possibilities. The stocks of plywood, together with stock windows, frames, and other wallboards, are kept in 48 bins in the adjacent warehouse, where they are readily accessible from the enclosed driveways.

The **driveways** were enclosed in the warehouse so that contractors could load their orders during the flash rains that drench Panama City throughout the year. "This convenience, along with our complete line of building materials and equipment, causes a majority of the contractors in this area to depend upon Fisher-Stinson," Kersey says, "They appreciate the meaning of our slogan: 'One Stop Gets All.'"

Camp Made Director

At a recent meeting of the American Forest Products Industries, Inc., J. L. Camp, Jr., was named to the board of directors. He succeeds P. H. Glatfelter, who continues as treasurer. Camp is associated with the Camp Manufacturing Company in Franklin, Virginia.



WASHINGTON, D. C.: The Washington Hoo-Hoo Club is mourning the sudden death of its active secretary, Jake Robinson. Jake, an experienced millwork man who covered Washington and Maryland for the Harbor Sales Company, was only 31. He was killed in the crash of a new plane owned by the company and flown by the company owner's young son. Jake leaves a wife and three children, one a month-old baby.

AMARILLO, TEX.: Texas cats are really proud of their Lynn Boyd for being Snark of the Universe! The November meeting of the Amarillo group was held in Pampa in Lynn's honor. M. A. Aldrich, president; Horace Scott, secretary-treasurer; and W. F. Ford, John Maynard, Joe Long, Charley Greef, Ross Burrow, W. W. Sandifer, Charles Hastings, Lynn Boyd, and Carl McCaslin, directors, all got together recently to plan this area's Hoo-Hoo activities for the next year.

GURDON, ARK.: New president of the Gurdon Hoo-Hoo Club is Robert Topp, manager of the Wilkie Lumber Company. Earl Frizzell is vice-president; Paul Barringer, secretary and Roy Robbs, treasurer. . . . Snark Lynn Boyd led a pilgrimage

of cats back to Gurdon, the birthplace of Hoo-Hoo International, December 9. Some of the boys had never seen the Hoo-Hoo Shrine, where the Concatenated Order was founded some 80 years ago. A duck dinner was served after the program.

ATLANTA, GA.: Differences in national and regional building codes were explained to members of Hoo-Hoo Club No. 1 at the Atlanta Athletic Club on November 20. The discussants were M. L. Clement, director, Southern Building Code Congress, Birmingham, Ala.; L. J. Boggs, Atlanta homebuilder and former chairman of the code committee of the National Association of Home Builders; and W. R. Wofford, Atlanta city building inspector. . . . The Atlanta Cats plan a grand concatenation and Christmas party for their wives at the East Lake Country Club on December 20.

Outlook "Bright" for Prefabbed Homes

Prefabricated home manufacturers look forward to a high volume of sales in 1951 despite a reduction in housing construction under the national defense program, a survey of members of Prefabricated Home Manufacturers' Institute at their recent fall

meeting in Milwaukee, Wis., revealed.

More than 60 delegates from 25 companies attended the meeting. The market outlook for next year and military and defense housing requirements were discussed during the two-day program.

Arthur M. Weimer, dean of Indiana University's School of Business, said the lower-price divisions of the housing market still hold real promise regardless of recently imposed credit restrictions and higher taxes. Predicting that retail prices would climb from 8 to 10 per cent a year for the next two years, he said an increasing number of families would be buying homes as a hedge against inflation.

"Despite the general trend of events the outlook for the prefabricated homes industry is unusually bright," Dean Weimer continued. He explained that prefabricators enjoy the advantage of operating in the lower-price brackets of the housing market.

He added that prefabricated homebuilders would not be faced in the coming year with the labor and material problems which will confront the builders of conventional homes.

BESSLER THE QUALITY DISAPPEARING STAIRWAY



Extensively used throughout the United States.

Adds sales appeal and extra value to any home.

The panel is the only part visible when the stairway is closed.

The metal parts are all made of pressed steel.

Each stairway is packed with complete installation instructions.

Our 35 years of experience in the disappearing stairway field are at your service.

Write today for literature and details.

THE BESSLER DISAPPEARING STAIRWAY CO.
1900 E. Market St.

Akron 5, Ohio

EASIER - FASTER more economical Materials Handling



ANCO is the finest pallet-truck for handling bagged materials that engineering, imagination and common sense ever built.

ROLLS under pallet on two auxiliary wheels mounted under base-plate.

Actually saves more than 50% on labor. Pays for itself in a few days AND leaves men fresher for other jobs.

No loss of product — no torn bags with ANCO single unit all-welded steel trucks.

WRITE TODAY! For Money-saving details!

ANTHONY TRUCK COMPANY

P. O. Box 375

Paducah, Kentucky

NO PALLETS TO BUY WILL NOT TEAR PAPER SACKS



THE HOPKINS BAG TRUCK

- Will save Money, Time and Backaches
 - Will pick up 5 to 7 bags of cement in less time than it takes to handle one bag.
- When cement is handled the Hopkins way it is unnecessary to have a sack of cement extend beyond the back car. Built to last a lifetime. Sixty-inch hardwood handles, roller bearing wheels and solid rubber tires. Satisfaction guaranteed.

Send your orders to

Hopkins Lumber Co.
Memphis, Missouri

Price \$33.50
f.o.b.
Memphis, Mo.

WEL-BILT FOLD-A-WAY STAIRWAY

- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

STRONG • EFFICIENT • SAFE

Wel-Bilt Stairways come assembled. THEY ARE EASY TO INSTALL AT LITTLE EXPENSE, AND EASY TO OPERATE.

SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST

Manufactured by

**THE WEL-BILT PRODUCTS
COMPANY**

P. O. Box #95

Memphis, Tennessee

BUILDING-CODE Developments

(From page 22)

developing standards of quality, so are there means in existence for bringing about standards of application. Among these are committees of the American Standards Association, which study available data and issue carefully considered standards. Here again, the National Bureau of Standards cooperates by providing essential data and by entering into discussions through which decisions are made.

The bureau has been called upon continuously throughout most of its 50 years of existence to participate in the work of developing building-code requirements. This was a natural consequence of its activities in research and testing of building materials for other government agencies, which provided a constantly increasing amount of data such as were needed in the code-making process. As the data were known to have been obtained with more than usual precision and under completely disinterested auspices, code writers could turn to them with entire confidence.

Some of the laboratory investigations form part of the classic literature of building-code development. These include cooperative work at fire resistance of various types of structural columns beginning in 1915; the performance of stucco panels in 1916; the investigation of plumbing systems in 1922; the series of burn-out tests of various occupancies in 1923; the research on elevator buffers and safeties in 1925; and tests of prefabricated panels in 1938.

Today, there are a number of sources from which a state or municipality can obtain information when preparing or revising its code. In addition to the standards produced under American Standards Association procedure, there are several complete recommended building codes offered as suitable for general adoption. These include the National Building Code of the National Board of Fire Underwriters, the Basic Code of the Building Officials Conference of America, the Uniform Building Code of the Pacific Coast Building Officials Conference, and the Southern Standard Building Code

of the Southern Building Code Congress.

Each code is the product of intensive study of the results of research and testing and of experience with actual buildings. There is considerable range of difference, however, in many of their technical requirements.

The differences in these recommended codes arise from sincere disagreement as well as from varying emphasis on potential hazards. Realizing that it would be in the public interest to reduce such differences as far as possible, the sponsors of the recommended codes have made arrangements to discuss them informally and explore the possibilities of better agreement. A committee bearing the title "Joint Committee on Unification of Building Codes" has been engaged for the past year in this program and substantial progress has already been made. Such progress has been particularly good in the case of definitions, which have been considered of special importance because so many controversies in the building-code field result from differences of interpretation.

The Joint Committee has obtained assistance from the bureau in the systematic comparison of requirements advocated by the several code-writing bodies. Thus far, reports have been prepared on types of construction, classification of occupancies, loads, and exits. Studies are proceeding on the heights and undivided areas permitted in each code for various types of construction.

This work has had several beneficial effects. It has brought together for the first time a number of responsible agencies that had been issuing recommendations based on the same data but differing considerably in technical content. The work of the Joint Committee has demonstrated that informal, voluntary adjustments of views regarding the significance of scientific data produce results of much value to the public.

Modern technical problems in code improvement hinge on: development of methods for testing not hitherto available; more precise determination of loads and forces affecting buildings; more general application of performance standards designed to apply irrespective of the materials used; and simplification of the somewhat complicated approach that has developed in the writing of code requirements. In each case, the National Bureau of Standards has made substantial contributions as a result of its long experience with the subjects involved and its extensive resources in physics, chemistry, engineering, and mathematics.

One question of suitable test procedure relates to combustible interior

finishes that have come into wide use because of desirable acoustical or insulating characteristics. In reports of recent fires, the rate at which flame spreads over such materials has frequently been emphasized. Some years ago, a method for testing acoustical materials was developed at the bureau and was embodied in a Federal Specification which governs the purchase of such materials by the federal government.

Several other methods for testing these general types of products have been evolved in other laboratories, each having some claim to usefulness in determining hazard from flame spread. It has been the contention of the bureau that agreement should be reached on a single method, so that code-enforcement authorities might judge the merits of products submitted for approval without the uncertainty resulting from numerous test methods.

Much attention is being given at present to the so-called tunnel test, in which the material forms the under surface of the roof of a long tunnel, and in which the rate of flame spread is observed under controlled conditions. Such tunnels have been tried out at the bureau and at the Underwriters' Laboratories. The committee on standard fire-testing of the American Society for Testing Materials has recently expressed itself as favoring the tunnel test developed by the Underwriters' Laboratories. Further study and comparison of results of the several tests will be

necessary, however, before general agreement is reached.

Reduced to its essentials, the chief problem in the development of codes is to require just enough strength, fire resistance, and other qualities to assure reasonable safety without adding unnecessarily to construction cost. In our present state of knowledge, it is evident that this goal must be reached by correlating fact and opinion.

With an increasing body of facts gained through laboratory research and testing, and through experience, it has been possible to reduce the part which opinion plays in the production of code requirements. Another and equally significant trend has been toward the performance basis, which emphasizes the objectives to be attained rather than the detailed methods for attaining them. The question may arise why any other approach has been used, yet the performance basis has been used to a limited degree only.

Building codes have developed gradually through the use of such technical information as was available and have been used not only by architects and engineers, but also by a large number of local authorities and builders without scientific training. The most convenient and effective way of wording them to be sure that the requirements were understood and followed, was in terms of familiar materials and measurements. For many parts of codes, this form of treatment is still used, but in some

respects, and particularly in dealing with new materials and methods, the wording of requirements in terms of expected results has become so important that it deserves further explanation. Its most successful application has been in the field of requirements for fire resistance.

Formerly, fire-resistance requirements for walls, columns, and other structural members were stated in terms of so much thickness of a specified material, used either as a protective covering or to be embodied in the member itself. Thus, the code might require that a steel column be covered with four inches of concrete or six inches of structural clay tile. This was simple and direct, but it was unscientific in that it failed to relate the protection to the hazard that a fire might produce.

Today, the latest revision of such an earlier code will almost invariably call for a fire-resistance rating in terms of a definite number of hours; for instance, two. This rating indicates that under a standard fire test the member will perform satisfactorily for a period of two hours. It also means that code writers have given thought to establishing a proper relationship between probable fire hazard of the occupancy and required fire resistance of structural members. Such a system is logical and, with present methods of testing and knowledge of fire hazards, can be applied with the assurance that it will be effective.

Besides participating in the prepa-

Be a good Santa Claus . . .



Present them with an IDEAL Kitchen . . . a joy to behold . . . not only at Christmas time . . . but the year 'round. There's profit and prosperity ahead for the dealer who sells IDEAL Kitchens. They're easy to sell . . . easy to stock . . . easy to install. Fast turnover assures quick profits.



Manufactured by IDEAL COMPANY, Waco, Texas

The IDEAL oval is more than just a trade-mark. It is a symbol of merit and quality in millwork . . . a symbol you can trust.



. . . better 5 ways because —

1. Mounts in ceiling directly above stove — instantly catches heat, grease and odors as they rise.
2. Only inconspicuous "dripless" ceiling grille is visible, yet unit easily installed.
3. Powerful squirrel-cage blower (not a fan!) creates fast-moving stream of air to do job efficiently.
4. Because of patented construction which isolates motor from grease air stream, unit guaranteed 5 years.
5. Available everywhere. Stocked by dealers coast to coast.

Write for the Complete Trade-Wind Story

Trade Wind Manufacturing, Inc.
5703 S. Main St., Los Angeles 37, Calif.

Name _____

Address _____

ration of the standard fire test itself, the National Bureau of Standards has made a large number of tests of constructions of different materials and thicknesses, so that the fund of information indicating what can be used to meet a given condition has been greatly enlarged. A major contribution has been the determination of probable fire hazards in different kinds of occupancies—an essential link in deciding exactly what will provide the requisite degree of fire resistance.

A series of actual fires was conducted in a special building, with the building contents carefully selected and distributed to simulate actual occupancies, such as offices, storage rooms, and dwellings. In these tests, the destructive effect of fire was carefully measured in terms which could be directly related to the resistance offered by structural members having varying amounts of protection. This made it possible to perfect the system by which sufficient protection is supplied to meet the prospective hazard. It was possible to apply the performance basis with full effectiveness to this segment of building code requirements.

A unique full-scale burn-out test was also conducted by the bureau in 1928. Two buildings in downtown Washington, one five stories and one two stories in height, previously scheduled for demolition, were loaded with combustibles equivalent to those ordinarily present in an office or mercantile occupancy. The contents were then set on fire and

careful readings were taken of temperatures reached at various points within the structures. The data thus obtained provided much useful information on temperatures reached under actual fire conditions and of the persistence of high temperatures in debris blanketed by fallen masonry walls.

Currently, in addition to the general assistance the National Bureau of Standards is rendering to other organizations in coordinating recommended requirements, it is endeavoring to bring about agreement on two specific features of building codes.

First, a standard for masonry, produced under its sponsorship some three years ago, is being reviewed in the light of new information on the characteristics of the materials.

Second, a standard of design loads for buildings is also being revised in which use is being made of recent studies by the Public Buildings Service on floor loads and by the Weather Bureau on wind velocities and snow loads recorded in different parts of the country.

It is through such constant study of new data and the refinement of previous recommended requirements that progress is being maintained in the building-code field. Further research can do a great deal to correct inequities in treatment of materials and to indicate economies possible through reduction of excessive requirements, as well as to carry out the fundamental objectives of establishing what is necessary in the interest of public safety.

Studless Partitions

The Metal Lath Manufacturers Association has announced the development of a two-inch studless partition system for building non-bearing walls. By using this system in place of erecting the usual five-inch wall, some builders are saving up to \$2.25 per lineal foot on such partitions.

Mobile Tool Displays

Modern demonstration buses, fully equipped with Guide-Master electric power tools, are touring the country to introduce Mall tools to more buyers.

These buses, valued at over \$100,000, display the advantages of low-priced portable power equipment for home, farm, and industry. They are being manned by factory-trained technicians, who hold demonstrations at dealer and prospective dealer stores, fairs, and other exhibits.

Arrangements for scheduling demonstrations can be made with the Mall Tool Company, 7827 South Chicago Avenue, Chicago 19, Ill.

Southlawn Housing Project, Milwaukee. Architects: Ralph E. Schaefer, Frederick J. Schweitzer, George G. Schneider, Walter M. Trapp, Fritz von Grossmann, Contractor: Kroening Eng. Co., Milwaukee.



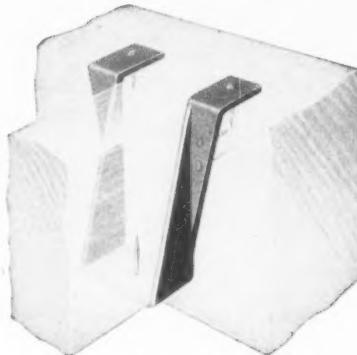
For low-cost housing projects,
"Thirty Third" grade Northern Hard Maple is the ideal floor. No other type of economy flooring offers equal advantages of time-proved durability, low maintenance, and warm "homely" beauty!

Maple Flooring Manufacturers Assn.
Suite 556, 35 E. Wacker Drive, Chicago

FLOOR WITH NORTHERN HARD MAPLE
BEECH AND BIRCH



IDEAL Joist Hangers



Preferred because they lay flat against the joist and girder! They fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

The IDEAL HANGER CO.
1289 East 53rd St.
Cleveland 14, O.

"When Should a Fellow Buy a House?"

"The time to buy a home is when you need it!" That's what a wise builder friend told us. "You need a house when you and your wife and kids can enjoy it," he said. "And actually, there's never been a time when you could get more house for your money, with built-in features and conveniences that didn't even exist a few years ago."

That builder knows his business. Dollar for dollar the new homes on the market have advanced less in price than almost anything else you can name. And look at some of the benefits you get:

You can get permanent fire protection for wood framing plus greater structural strength, from a new kind of fireproof gypsum sheathing. Big husky panels that go under clapboards, shingles, or other exterior finish.

You can get better plaster walls and ceilings thanks to modern building research. Instead of flimsy tinder-box wood lath, builders now use rock strong panels of fireproof gypsum lath.

Rooms are firesafe and hold their beauty longer.

You can get a house that is easier and cheaper to heat, that is many degrees more comfortable in winter, and summer too. Fire-proof rock wool insulation cuts heating costs up to 40 per cent. Summer temperatures are as much as 15 degrees cooler.

And you get a score of other wonderful things besides, when you buy or build today—step-saving layout of rooms, automatic heat, kitchens and laundries that turn drudgery into fun.

Yes, there's real value in today's houses! And the time to get one or to remodel the one you are in, is now. For free suggestions on new building or remodeling, see your local Gold Bond Lumber and Building Materials Dealer. See him first.

The message above comprised the text of a four-color, full-page advertisement published by the National Gypsum Company in the October 28th issue of the *Saturday Evening Post*.

"The effect of the recent federal restrictions on building isn't yet apparent," this manufacturer's advertising agent comments. "But

just wait till '51'! The way National Gypsum sees it, material shortages will just about disappear. Then will come a fight for the consumer's building dollars.

"In all the ads in the Gold Bond Post series, National is fighting to make sure consumers will spend dollars on building, and selling the pride of home-ownership. The success of this campaign won't be National's alone, but also that of every architect, builder, dealer, and plasterer who makes a living from private home construction."

SSIRCO Expands Plant

On completion of a \$275,000 expansion program at its plant in Birmingham, Ala., the Southern States Iron Roofing Company will increase the list of building products it manufactures.

The project is expected to be completed in March of next year.

The Southern States Iron Roofing Company presently produces galvanized steel and aluminum roofing, shingles, siding, metal trim, steel fence posts, chimneys, and other metal items. SSIRCO distributes these and other materials in the Southeast.

MYER-LEE
DISAPPEARING STAIRWAYS
A NEW EASY WAY TO YOUR ATTIC

USE YOUR ATTIC
FOR EXTRA ROOM

EASY HANDLING -
FAST SELLING -

Myer-Lee folding stairways combine all the fine points of age, easy installation, durability and safety. The folded stairway installs in 10 minutes after it is made. Complete with complete instructions for instant assembly.

MYER-LEE FOLDAWAY STAIRWAY COMPANY
APPLIED FOR U.S. PATENT NO.
2506380

YOUR BUILDER-OWNER
CUSTOMERS

Are you looking for the Foldaway disappearing stairway for economical installation in the big new home building and remodeling program? With "space" at a premium in all building and remodeling jobs, the Foldaway stairway offers many possibilities and other uses. FOLD-AWAY stairway disappears completely into the ceiling, leaving only fine finished paneling horizontally in the ceiling.

WRITE FOR COMPLETE DEALER INFORMATION.

FOLDAWAY STAIRWAY COMPANY, INC.
813 SEABOARD STREET
PORTSMOUTH, V.A.

The data is all here . . .



. . . and the lure

Maintain a supply of copies of the Donley Book of Successful Fireplaces, for the benefit of your customers and your own sales volume. . . Any prospective owner of a home will find in it a vision of happiness that will heighten his zeal for ownership. . . Any architect, designer or builder will gain the data necessary to insure a fireplace that will burn cleanly and with gratifying warmth. . . Booklet, 76 pages, sells for 10 cents to general public. A splendid trade stimulant that can be made a source of direct profit in case you so decide. Write today.

THE DONLEY BROTHERS COMPANY
13905 Miles Avenue, Cleveland 5, Ohio

DRY-KILN

(From page 29)

Temperature is easier to control if an oil burner, gas burner, or coal stoker is used in place of a hand-fired furnace. If one of these more efficient furnaces is used, wet-bulb temperature can be controlled individually by a second electric-contact type of thermostat equipped with a water box and wick for its bulb, replacing the hygrostat, but connected to the water-line valve.

Necessary parts of the control system are a glass-block inspection window in the center of the outside wall, and wet- and dry-bulb thermometers mounted directly inside to be read from the outside.

A more detailed description of the tests made on the unit, the problems encountered and their solutions, performance tables, and alternate arrangements and equipment for adjusting the kiln design to individual needs are contained in the Department of Agriculture's



NEW KANSAS STORE HAS "COME ON" AND CLASS!

To attract old customers and new ones, the Cumley Lumber Company in Wichita, Kan., combined plenty of convenience and appeal in its new store. Finished in two tones of brick, the front wall is handsome. Product and price signs are painted on the four windows periodically to catch "bargain hunters" and impulse buyers. The building is set back far enough for easy off-street parking, with heavy guard rails to keep careless drivers from parking too close. The lumber yard, with entrances on either side of the store, is fenced in with modern steel materials—a convincing demonstration for property owners who need fencing materials. The neon-lighted sign bears the firm name and paint brand.

publication No. R1776, "A Small House-Furnace Lumber Dry Kiln." It is available free of charge from

the U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison 5, Wis.

Now!

**A New
GLIDING DOOR UNIT**
by
Huttig

SAVES FLOOR SPACE

NEW SILENT OPERATION

ELIMINATES
SWINGING DOORS

with **3 OUTSTANDING FEATURES**

An illustration of a door unit featuring a central sliding door flanked by two swinging doors. The doors are shown in an open position, revealing a dark interior space. The overall design is compact and modern.

1. Solid brass, ball bearing, special DOOR HANGERS, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive STABILIZING FIXTURE, operating in bottom door rail, prevents rattles and assures easy, silent sliding.
3. Slotted ESCUTCHEON PLATE at bottom closing edge of door interlocks with RUBBER DOOR GUIDE on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

SEE YOUR LUMBER DEALER

HUTTIG SASH & DOOR CO., ST. LOUIS, MO.

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. • Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va. • Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.

GIVES SIDING JOBS IMPROVED PROTECTION AND APPEARANCE



On every Asbestos Siding Job, where appearance is essential, you can save valuable time and money. Fitting at corners and along window and door frames give added protection, by using individual zinc corner strips . . . Made of oxidized zinc will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

BUGHER MANUFACTURING CO.
211 S. Main St. Kokomo, Ind.

PRECISION folding stairway

- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information

PRECISION PARTS CORP.

Nashville 7, Tennessee



Index of ADVERTISERS

A

| | |
|---|----|
| Adams Rite Mfg. Co. | 4 |
| Advertising Council, Inc. | 4 |
| Air Control Products, Inc. | 4 |
| Albion Stairway Mfg. Corp. | 4 |
| Allied Building Credits, Inc. | 4 |
| Alith Prouty, Inc. | 4 |
| Aluminum Co. of America | 6 |
| American Asphalt Roof Corp. | 6 |
| American Celanese Wood Preserving Corp. | 6 |
| American Lumber & Trekking Co. | 21 |
| Anthony Truck Co. | 21 |
| Armstrong Co., The | 21 |
| Arvey Corp. | 21 |
| Asbestone Corp. | 21 |
| Asbestos Co. of Texas | 21 |
| Associated Plywood Mills, Inc. | 40 |

B

| | |
|----------------------------------|----|
| B & T Metals Co. | 4 |
| Bellkool Co. | 4 |
| Bogler Disappearing Stairway Co. | 20 |
| Biglin Co., H. C. | 20 |
| Bugher Mfg. Co. | 20 |

C

| | |
|--------------------------------|----|
| C & H Air Cond. Fan Co., Inc. | 4 |
| Cameron & Co., Wm. | 18 |
| Chase Mfg. Corp. | 18 |
| Circulators & Devices, Inc. | 18 |
| Colonial Cedar Co., Inc. | 18 |
| Cumberland Portland Cement Co. | 18 |

D

| | |
|----------------------------|----|
| Davis Co., H. W. | 4 |
| Decorar Iron & Steel Co. | 59 |
| Decorite, Inc. | 59 |
| Dowley Bros. Co. | 77 |
| Douglas Fir Plywood Assoc. | 14 |

F

| | |
|-----------------------------------|----|
| Falls Stamping & Welding Co., Tin | 4 |
| Fawson Mfg. Co. | 4 |
| Fir Door Institute | 4 |
| Fletcher Terry Co. | 4 |
| Filmkote Co. | 4 |
| Folsomay Stairway Co. | 77 |

G

| | |
|--------------------------------------|----|
| Gate City Sash & Door Co. | 4 |
| Georgia-Pacific Plywood & Lumber Co. | 53 |
| Gette & Co., Inc., H. S. | 12 |
| Grand Rapids Hardware Co. | 12 |
| Grote Mfg. Co., Inc. | 12 |

H

| | |
|------------------------------------|----|
| Hager & Sons Hinge Mfg. Co., C. | 16 |
| Heatilator, Inc. | 4 |
| Hermitage Portland Cement Co. | 4 |
| Humasote Co. | 4 |
| Hopkins Lumber Co. | 74 |
| Hunter Fan & Ventilating Co., Inc. | 10 |
| Hartshorn Oak Flooring Co., Inc. | 60 |
| Huttig Sash & Door Co. | 28 |

I

| | |
|--|----|
| Ideal Cabinet Co. | 4 |
| Ideal Hanger Co. | 76 |
| Institute Day, Minnesota & Ontario Paper Co. | 4 |

J

| | |
|----------------------|---|
| Johns Manville, Inc. | 4 |
|----------------------|---|

K

| | |
|----------------------|---|
| Kimberly-Clark Corp. | 4 |
|----------------------|---|

L

| | |
|------------------------------|---|
| Leslie Welding Co. | 4 |
| Lubbers Owens Ford Glass Co. | 4 |
| Lockport Cotton Batting Co. | 4 |

THIS COUPON

| | |
|---|--|
| Name _____ | |
| Address _____ | |
| City _____ Zone _____ State _____ | |
| Have Representative Call <input type="checkbox"/> | |
| Send Literature <input type="checkbox"/> | |
| CHECK ONE OF THESE | |
| Builder <input type="checkbox"/> | |
| Architect <input type="checkbox"/> | |
| Retailer <input type="checkbox"/> | |
| Home Owner <input type="checkbox"/> | |

... can give you
the *Amazing* story
of the lowest priced



NOW BEING INSTALLED IN:

- HOMES
- PROJECTS
- STUDIOS
- SCHOOLS
- FACTORIES
- HOSPITALS

and hundreds of other types of installations . . . wherever light and circulating air are desirable!

SUN-SASH is also very popular as an office partition and in Sun Porches!

MAIL THE COUPON NOW for the amazing PRICE STORY . . . and the engineering features of SUN-SASH!

SUN-SASH

38 Park Row

New York, 7

the best laid plans include

INDIVIDUAL VIKON METAL TILES



IT PAYS 3 WAYS

- 1 The low initial cost of this tile beauty fits your plans on the most modest budget.
- 2 There's no need for extra wall strengthening. Vikon tiles are made of feather-light aluminum or steel bases.
- 3 You guarantee your client's complete satisfaction with the lasting beauty of Vikon tile. Easy to maintain, durable surfaces of baked-on enamel.
 - 27 fade-resistant decorator colors and stainless steel
 - will not warp, crack or craze
 - resists heat and household chemicals
 - fire-resistant, waterproof, seals out insects

The Original Individual Metal Tile. Established 1926.

See our catalog in Sweet's Files

VIKON **TILE**
BEAUTY - ECONOMY DURABILITY
COLOR FUSED ON METAL

MAIL THIS COUPON TODAY

VIKON TILE CORPORATION Dept. 6H
Washington, New Jersey

Please send me, without obligation or cost, a full-color descriptive brochure and samples of Vikon Tiles. I am interested in tile for:

My home As a dealer As a contractor

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Index of ADVERTISERS

M

| | |
|-----------------------------------|--------------------|
| Maple Flooring Mfrs. Assn. | 76 |
| Marsh Wall Prod. Inc. | 8 |
| Mongel Co., The (Plywood Div.) | 11 |
| Metal Arts Mfg. Co. | 69 |
| Metal Trim, Inc. | 57 |
| Miami Window Corp. | Inside Front Cover |
| Minnesota Wood Specialties, Inc. | 66 |
| Miratite Mfg. Co. | 68 |
| Monarch Metal Weatherstrip Corp. | 68 |
| Murray Co. of Texas, Atlanta, Ga. | 16 |

N

| | |
|---------------------------|----|
| National Guard Prod. Inc. | 78 |
| National Gypsum Company | 8 |
| National Woodworks | * |

O

| | |
|------------------------|----|
| Ongenee Clay Prod. Co. | 53 |
| One-Der Frame Corp. | 67 |

P

| | |
|-------------------------------------|----|
| Paine Lumber Co., Ltd. | * |
| Pearless Mfg. Corp., Inc. | * |
| Pioneer Co., The | * |
| Plastergen Wallboard Co. | * |
| Plytex Corp. of HI | * |
| Precision Parts Corp. | 78 |
| Prive Fireplace Heater & Tank Corp. | * |
| Protective Papers, Inc. | * |

Q

| | |
|-----------------|---|
| Quintaire Corp. | * |
| Quinton Corp. | * |

R

| | |
|---------------------------------------|----|
| Red Cedar Shingle Bureau | * |
| Red Unit Fans, Inc. | 65 |
| Reynolds Metals Co. (Bliz Prod. Div.) | * |
| Roach & Mouser Co. | 2 |
| Ross Carrier Co., The | * |
| Roxdale Bldg. Prod. Corp. | * |
| Rutherford Company | * |
| Rutsko Weatherstrip Mfg. Co. | * |

S

| | |
|-----------------------------------|----|
| Schubert Co., H. A. | * |
| Schulke & Fabricated Metals Corp. | * |
| Sealcraft Co. | * |
| Southern G. F. Co., Inc. | * |
| Southern Metal Prod. Corp. | * |
| Southern States Iron Roofing Co. | * |
| Southport Paint Co. | * |
| Stanley Works, The | 31 |
| Stanley (Electric), S. J. | 71 |
| Stewart Iron Works | 14 |
| Sun-Sash | 70 |
| Superior Fireplace Co. | * |

T

| | |
|--|----|
| Tennessee Fabricating Co. | 55 |
| Tennessee Prod. & Chemical Corp. | 13 |
| Texaco Co., The | * |
| Teardo-Wind Mortorsfans, Inc. | 75 |
| Teekate Bldg. Materials Co. | * |
| Temco, Inc. | * |
| Temco Div. General Portland Cement Co. | 61 |
| Telco Co. | * |

U

| | |
|---|----|
| U. S. Gypsum Co. | 4 |
| U. S. Plywood Corp. (Industrial Adhesives Div.) | * |
| U. S. Plywood Corp. | 50 |
| Union Aluminum Co., Inc. | 6 |
| Uson Co. | * |

V

| | |
|-------------------------|----|
| Vento Steel Prod. Corp. | * |
| Vikon Tile Corp. | 26 |
| Vitre Co., Inc., J. N. | * |

W

| | |
|--|---|
| Wallace Mfg. Co. | * |
| Wannatt, Inc. Fred W. | * |
| Wel-Bilt Prod. Co. | * |
| Werner Co., Inc., R. D. | * |
| Westinghouse Elec. Co. Appliance Div. (Fans) | * |
| (Full Line Building) | * |
| Wickwire Bros., Inc. | * |
| Wardwick Chemical Co. | * |
| Wainwright Prod. Corp. | * |

Z

| | |
|--------------|---|
| Zomelite Co. | * |
| Zomelite Co. | * |

Merry Christmas
and a
Happy
New Year



HERMITAGE

PORLAND CEMENT COMPANY • AMERICAN TRUST BUILDING, NASHVILLE 3 TENNESSEE

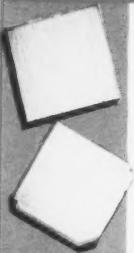
All the New Features
your customers want-



ASBESTONE

ASBESTOS-CEMENT BUILDING PRODUCTS

ASBESTONE ROOFING SHINGLES



| STYLE | FINISH | COLORS |
|-----------|------------|---|
| Dutch Lap | Wood Grain | Greer Black White Red Gray and Blends |
| Hexagonal | Smooth | |

ASBESTONE SIDING SHINGLES



| | | |
|---------------|------------|---------------------------|
| Straight Edge | Wood Grain | White Buff-tone Blends |
| Wavy Edge | Wood Grain | Green-tone Blends Gray |

ASBESTONE Super "6"

CORRUGATED ROOFING and SIDING

Light Weight—
Amazing Strength
6" Corrugations

Makes a faster-
draining roof

Looks like tile—
wears like rock

CHOICE OF COLORS
Tile Red—Natural Gray

Fireproof
Weatherproof
Termiteproof
No Painting
No Upkeep
Insulating

Lasts
a
Lifetime!

ASBESTONE CORPORATION

5300 Tchoupitoulas Street • New Orleans 15, La.

Specialists in Asbestos-Cement Building Products for over 25 Years

SOUTHERN BUILDING SUPPLIES

**VOL. 6
NOS. 1-12**

1951

PUB. 353

**UNIVERSITY MICROFILMS
ANN ARBOR, MICHIGAN, 1952**